ImageScape

International CES
January 7, 2004
11:45 am - 2:00 pm
Flash Forward TechZone of the South Hall
Las Vegas Convention Center
Las Vegas, NV

Table of Contents

InfoTrends

ImageScape Presentation 4-30

Agfa

- News Release – Agfa d-lab.1 with MDDM Printing Technology..... 31-33

ColorVision

- Press Release – ColorVision Premiers Monitor and Printer Color Accuracy For Consumer Market – Las Vegas, January 8th-11th 34-35
- Color Management Pro Report: PrintFIX 36-38

Concord Camera

- About Concord Camera Corp..... 39-41
- Press Release – Concord Camera Corp. Announces the CONCORD EYE-Q 3341z 3 Megapixel Digital Camera with Zoom..... 42-44
- Press Release – Concord Camera Corp. Ships New 4 Megapixel Digital Camera 45-47
- Press Release – Concord EYE-Q Go Wireless Bluetooth™ Digital Camera Demonstrates Business Solutions 48-50

Energizer

- Energizer Firsts – Innovation Timeline..... 51
- Press Release – Energizer Leads World In Battery Power For Digital Cameras 52-54
- Press Release – Energizer Introduces World's First AAA Lithium Battery..... 55
- Press Release – New EnergiZone™ Display Units Help Consumers Find Right Battery, Right Now™ 56-57
- Press Release – Energizer® Max® Keeps Going As A Leader In Battery Category 58-59
- Press Release – Energizer Enhances Performance Brands: Gives Shoppers More Of What They Want-Power 60-62
- Engineering Datasheet (Energizer No. X91)..... 63-64
- Engineering Datasheet (Energizer No. X92)..... 65-66
- Engineering Datasheet (Energizer No. CH30MN)..... 67
- Engineering Datasheet (Energizer No. L92) 68-69
- Engineering Datasheet (Energizer No. L91) 70-71
- Engineering Datasheet (Energizer No. NH12) 72
- Engineering Datasheet (Energizer No. NH15) 73
- Engineering Datasheet (Energizer No. CHM39) 74

Jasc Software

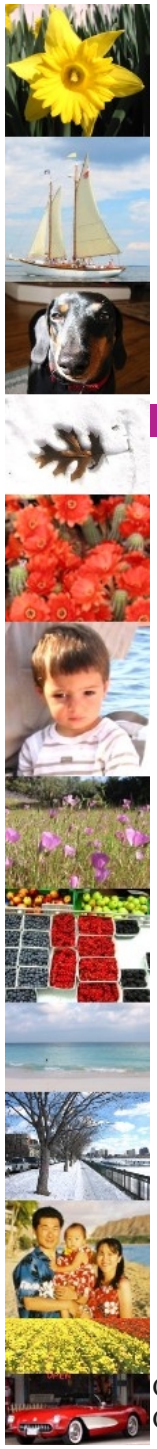
- Fact Sheet..... 75
- Press Release – Jasc Software Introduces Paint Shop Power Suite..... 76-78
- Press Release - Jasc® Paint Shop™ Pro® 8 “A Photographer’s Dream” Voted Best Consumer Software..... 79-80

mediaGear

- Press Release – External DVD-RW For Storing Digital Photos Is Available81-82
- Press Release – Copy Your Photos Without A Computer With Flash-HD . 83-84

SMaL Camera Technologies

- Press Release – SMaL Camera Technologies Named #1 Rising Star in Deloitte’s Technology Fast 500 Program for North America..... 85-87
- Press Release – SMaL Camera Technologies Announces the Shipment of 1 Million Rapid Development Kits for World’s Thinnest Digital Cameras ... 88-90
- Press Release - SMaL Camera Technologies Announces Next Generation Rapid Development Kit to Enable World’s Thinnest 1.3-Megapixel Digital Cameras with Color LCD Display..... 91-93
- Press Release - SMaL Camera Technologies Announces Ultra-Pocket 4 Rapid Development Kit to Enable World’s Thinnest 2-Megapixel Digital Cameras with Color LCD Display 94-96



DIGITAL IMAGING '03

InfoTrends
RESEARCH GROUP, INC.
A CAP Ventures Company

Welcome to Flash Forward At CES 2003

Kristy Holch

Group Director

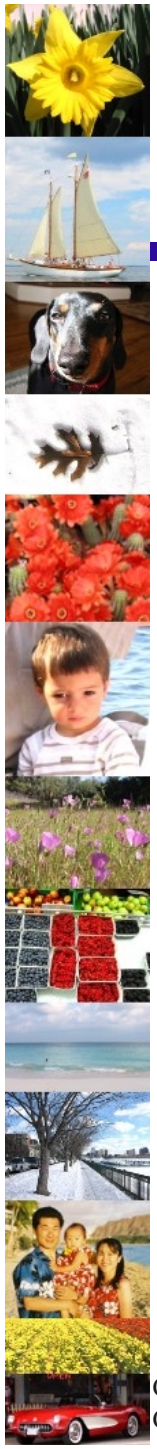
InfoTrends Research Group, Inc.

kholch@infotrends-rgi.com

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com

Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends
RESEARCH GROUP, INC.
A CAP Ventures Company

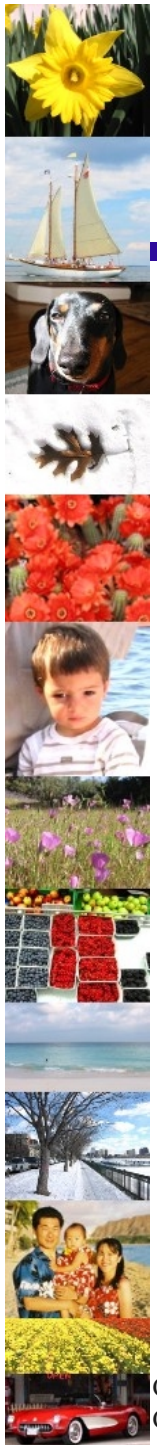


Session Agenda

- **Digital Camera Market Overview from InfoTrends Research Group**
- **Panel Discussion**
  - ✓ **Casio – Scott Nelson, Director of Product Development, Consumer Products Division**
  - ✓ **Eckerd's – Mona Furlott, Vice President, Photo Operations**
  - ✓ **Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager**
  - ✓ **National Semiconductor – Mike Polacek, Vice President, Imaging**

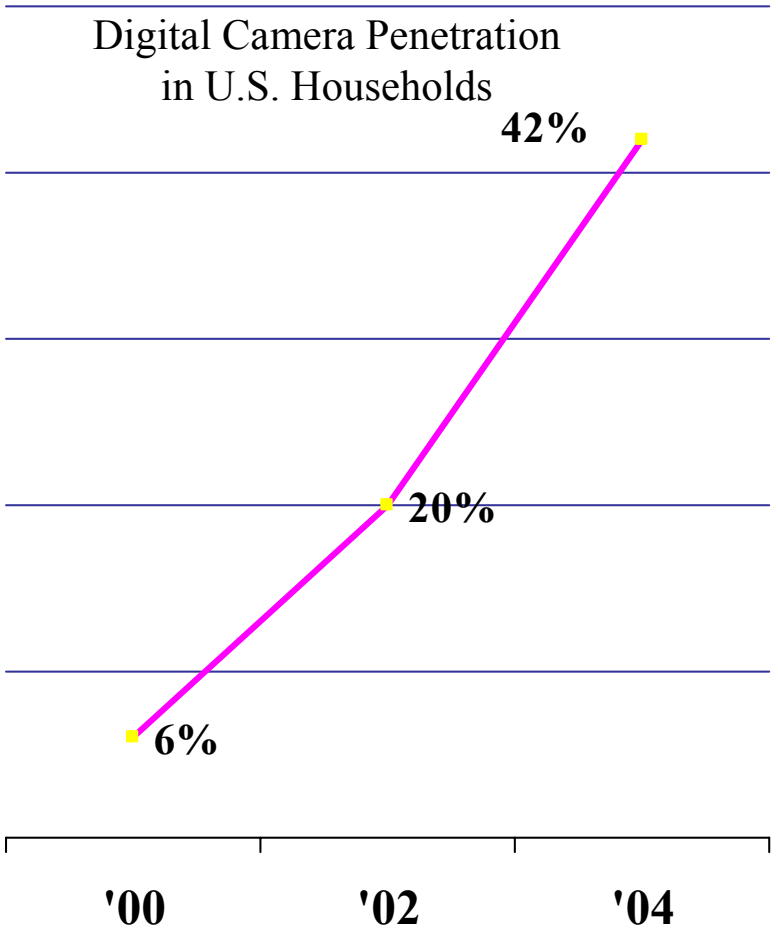
Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



So Far, So Good…

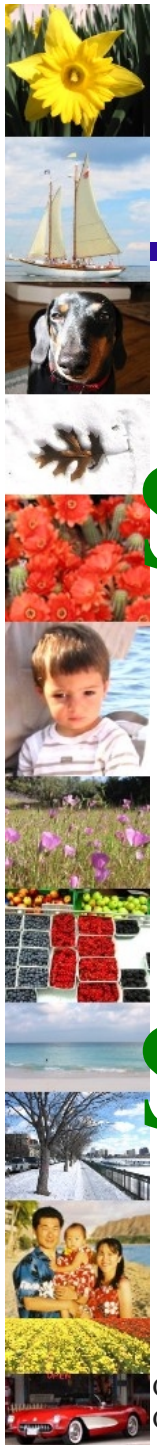
- **Almost 70 million digital cameras installed around the world**
- **Digital cameras are outselling film cameras**
- **Camera phones are outselling DSCs**
- **Digital cameras will nearly replace film cameras by 2008**



Source: InfoTrends Research Group, as of year-end 2003

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

Many Business Opportunities



$ $10B WW digital camera sales '03

$ $8B camera phones

$ $B services, storage, sharing

$ $B wireless photo airtime

$ $B printing hardware

$ $B photo papers

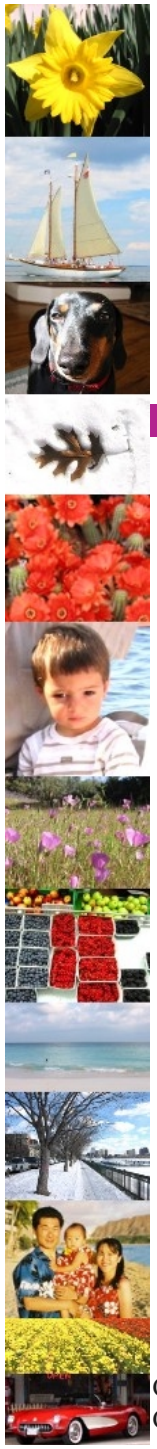
$ $B photo accessories, cards, readers

$ $B photo software applications

$ $B photo inks

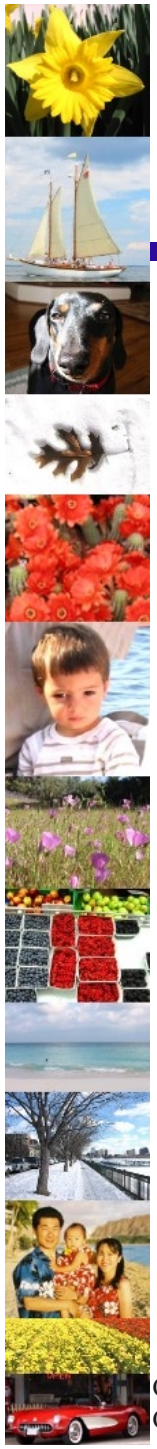
Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotren .com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization i rbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



How will camera phones impact digital imaging?

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



How will camera phones impact digital imaging?

- **Limited Impact Now**
  - ✓ Low resolution limits uses
  - ✓ High cost of handset
  - ✓ Limited recipients, can't send cross-provider
- **Future Potentially Big**
  - ✓ No longer have to carry a camera
  - ✓ Storage/sharing business for carriers, online providers
  - ✓ Proliferation of images

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

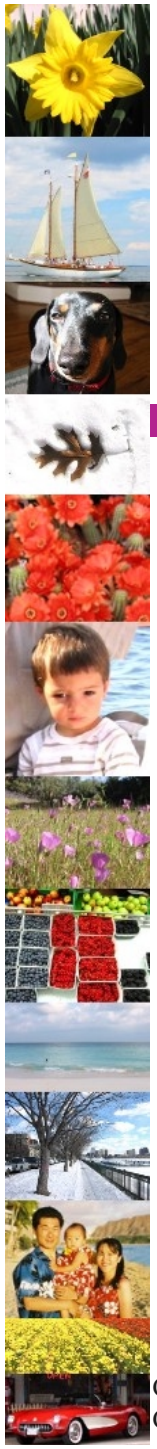
InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

Is Wireless Imaging Starting to Have Any Impact?

Hot Item for 2004

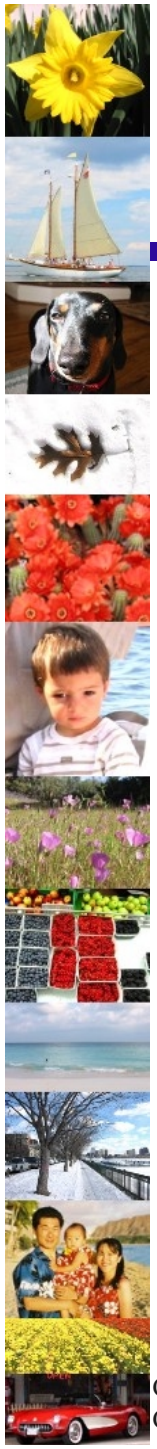
Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



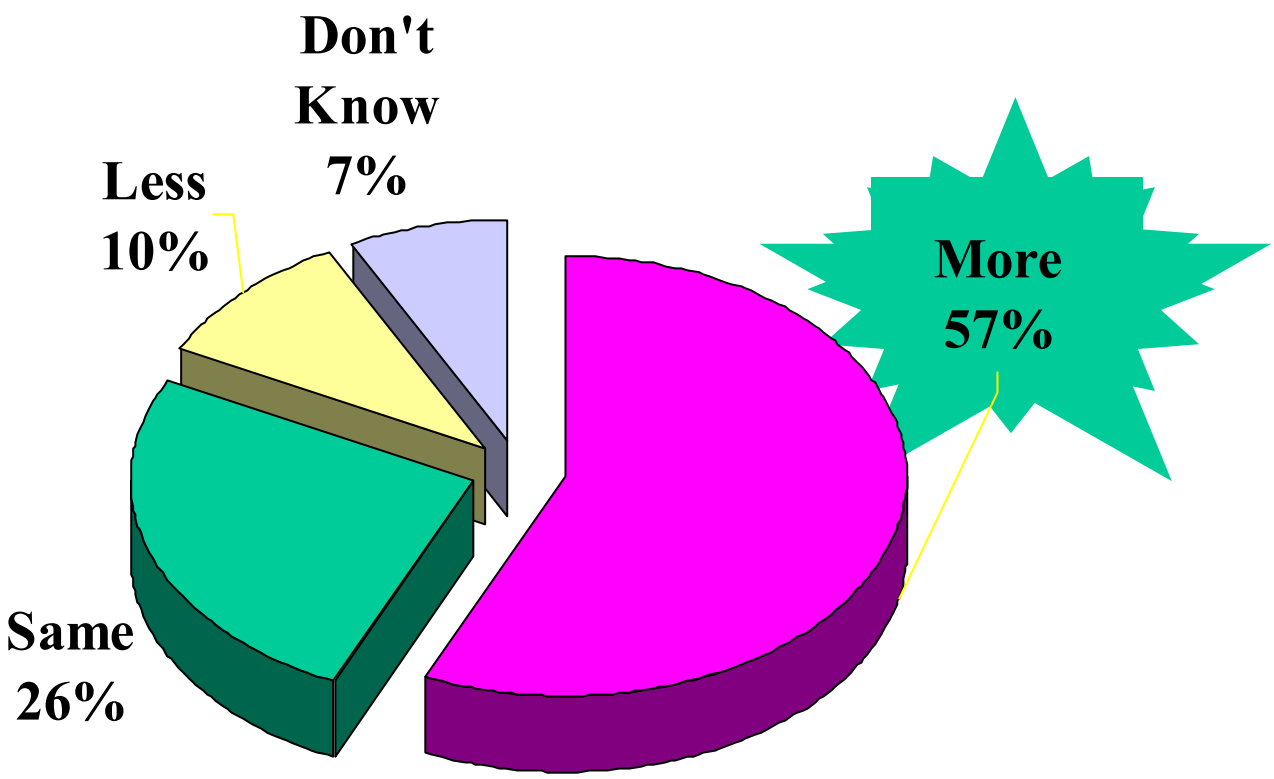
Are people printing more, or less, because of digital?

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



Are people printing more, or less, because of digital?

Digital camera users say MORE



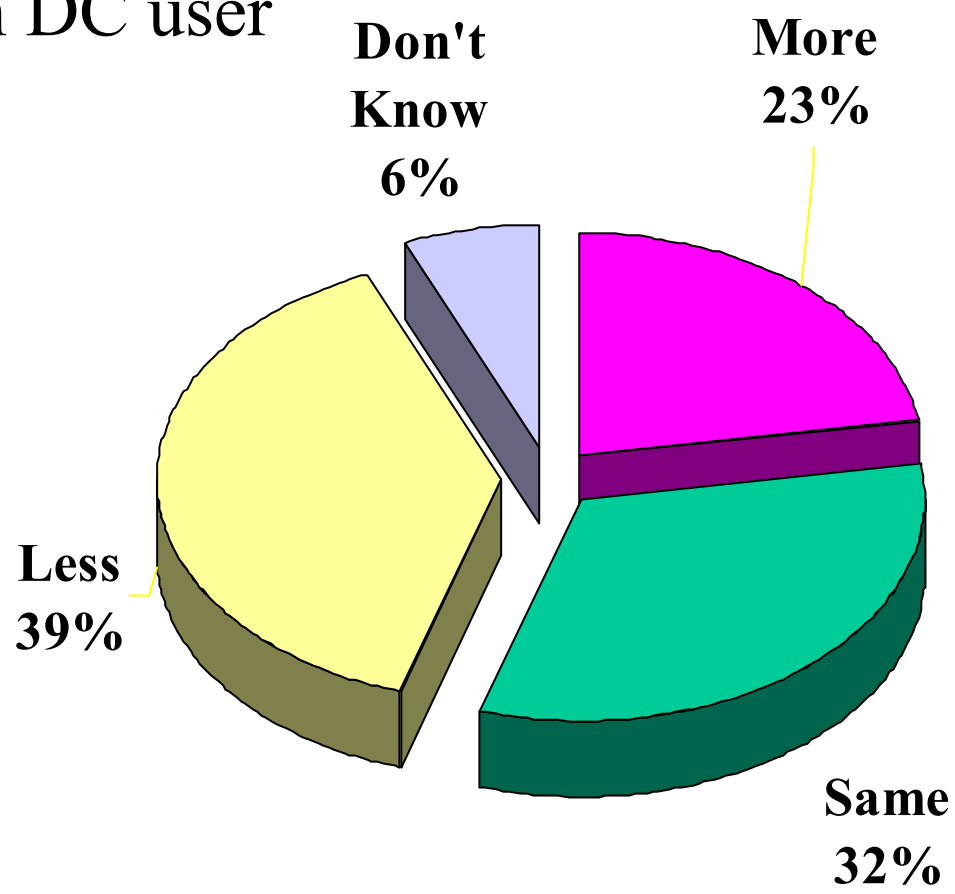
Source: InfoTrends' 9/03 Photo Printing Web Survey

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

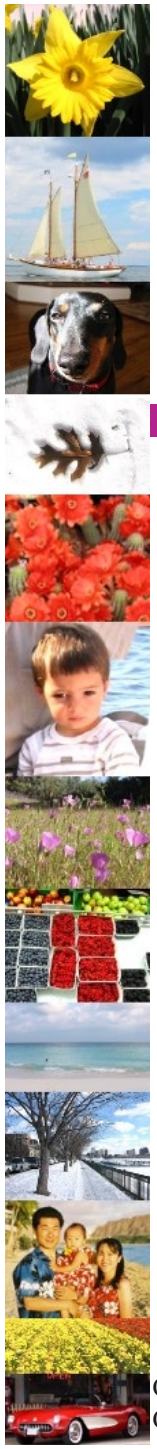
Are people printing more, or less, because of digital?

Retailers say they are getting SAME revenue from each DC user



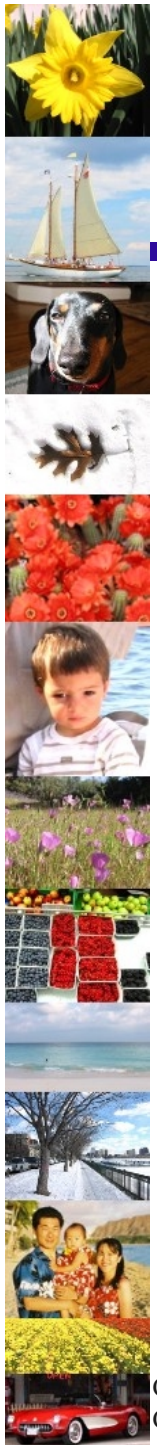
Source: InfoTrends' 9/03 Photo Retailer Web Survey

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



Beware the pain-points in the consumer digital imaging experience, that threaten to slow down use of the new technology

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



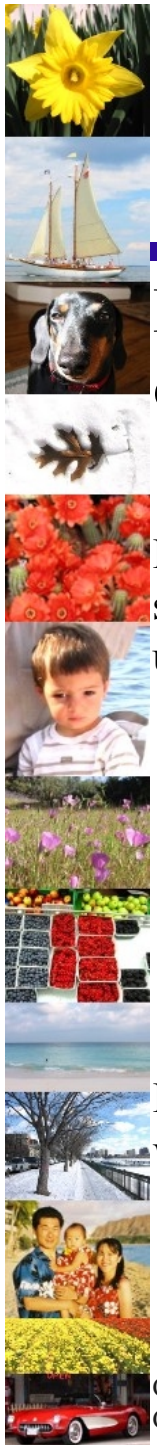
What are the pain-points in the consumer digital imaging experience?

- Can't afford the right equipment
- Don't have time to figure out how to use it
- Something isn't compatible
- Consumables too expensive
- Pieces are missing (USB, rechargeable batteries)
- Too many steps

Image Source: Corbis

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



Consumer comments September 2003

Have not been able to get the freaking thing to work with my computer. The program I have to download pictures is not working properly now.

I do wish you could make some kind of negative to keep photos in case your pc crashes.

I like the ease and quality of my photos but the printing is still a concern. It's a wonderful feature to store 100s of pictures on my computer to print at my convenience, but I don't know if I'll ever cease to use film because of the low cost per photo that I share with friends/family.

I don't know how to uses the camera and the explanations are poor. **Took pictures and they disappeared before I could put them in the computer.**

I have now finally figured out how to **take the pics, download to puter, burn on CD and then have the CD to take to Kodak print machine and print out excellent pictures**.

I much prefer film cameras, because you can always have back up copies of the pictures taken. Whereas **most Digital cameras are unreliable.**

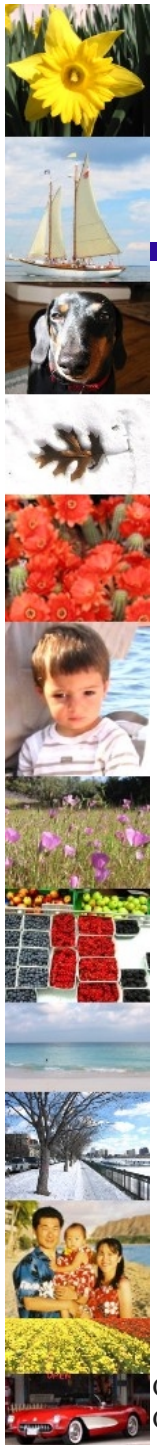
I will not stop [using film] completely until I have something to print the shots with. Right now I take them to CVS and use their machine.

Source: InfoTrends' 9/03 Photo Printing Web Survey

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com

Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



Storage pain – they don't know what's coming

Old Way: Browse through your pictures

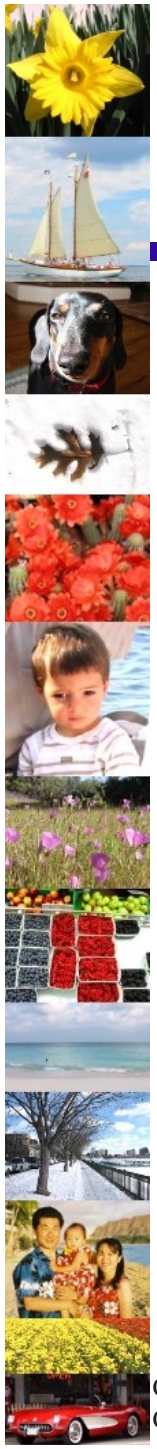
New Way: Browse through your CDs

Image Source: Corbis

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com

Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

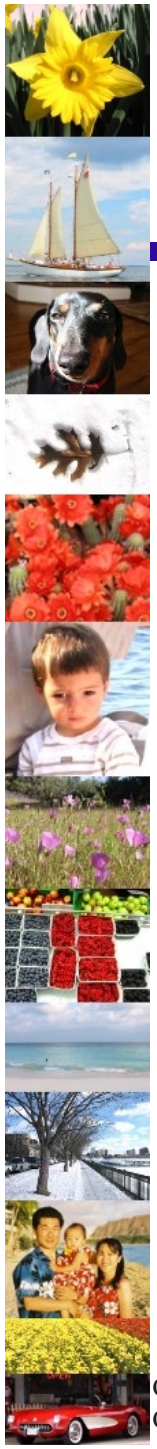


Storage Issues

- **Print images, always have hard copy last resort**
- **Store digital images in multiple ways**
  - ✓ **CD/DVD**
  - ✓ **Image management/archival software**
  - ✓ **Online photo service**
- **Digital storage has huge benefits!**
- **Must be managed in order to not lose precious memories.**

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



Sharing Photos

- **Email is #1 application for digital photos – it's great!**
- **Prints is #2 method**
- **Online photo albums are popular**

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

Better solutions are coming, not yet mainstream

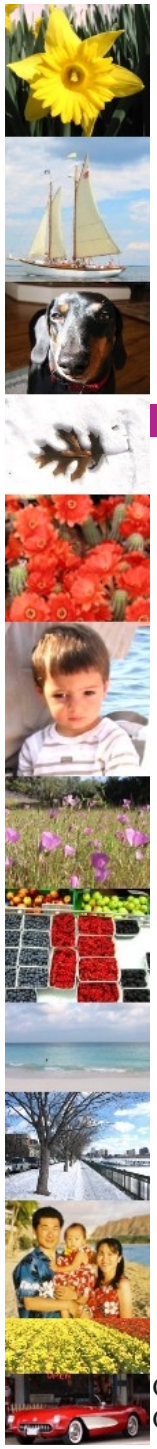
Old way
Crowd around a
Photo album

New way
share on TV

TV Source: Delkin, Image Source: Corbis

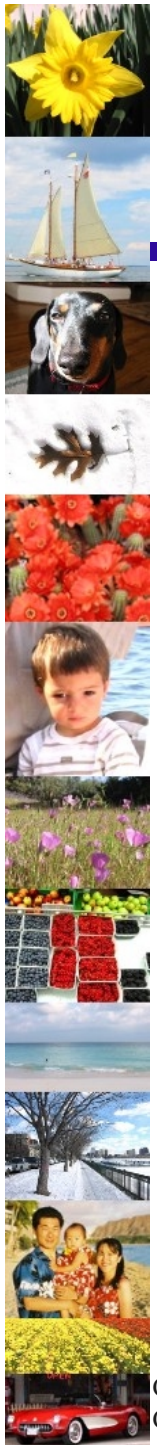
Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com

Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



Steps that must be taken to ensure that the photography industry *THRIVES* as a result of the digital transition

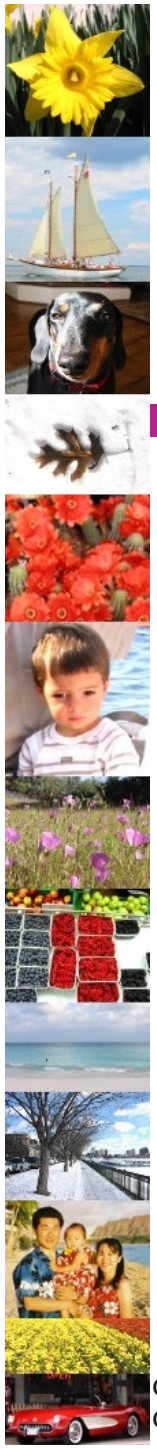
Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



Steps to Thrive

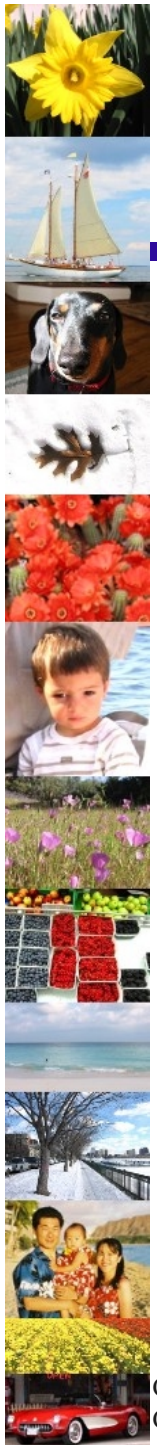
- **Educational marketing**
- **Industry adoption of standards that make users less insecure and afraid.**
- **Prepare user expectations appropriately in print quality claims, wireless imaging compatibility, etc.**

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



And now, on with the panel!

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

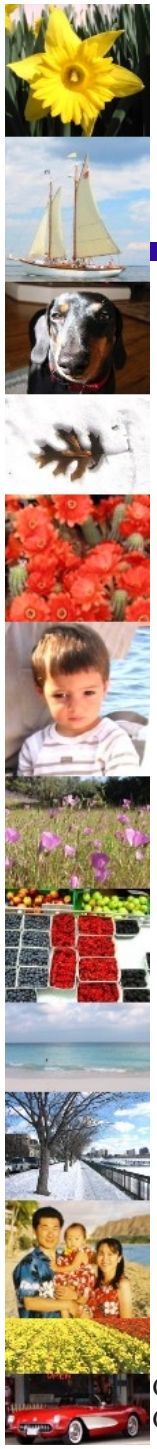


ImageScape Panel Discussion

- **Casio – Scott Nelson, Director of Product Development, Consumer Products Division**
- **Eckerd's – Mona Furlott, Vice President, Photo Operations**
- **Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager**
- **National Semiconductor – Mike Polacek, Vice President, Imaging**

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

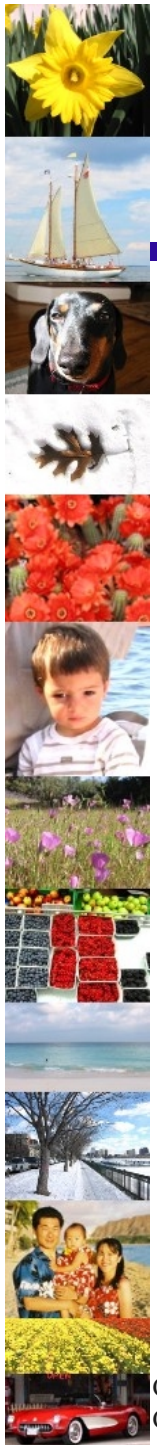


What will be the hottest-selling digital imaging product category in 2004, and why?

- Casio – Scott Nelson, Director of Product Development, Consumer Products Division
- Eckerd's – Mona Furlott, Vice President, Photo Operations
- Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager
- National Semiconductor – Mike Polacek, Vice President, Imaging

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

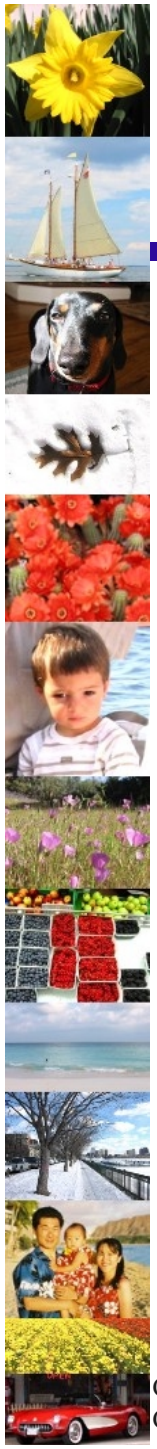


Camera phones: come on, get real. Do people really want to take pictures with a phone? How will camera phones have changed the digital imaging market 2 years from today?

- Casio – Scott Nelson, Director of Product Development, Consumer Products Division
- Eckerd's – Mona Furlott, Vice President, Photo Operations
- Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager
- National Semiconductor – Mike Polacek, Vice President, Imaging

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

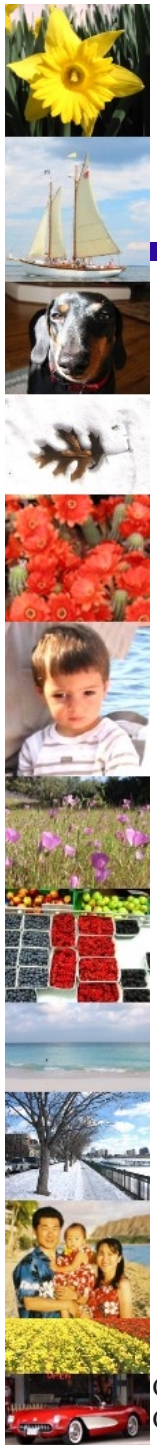


Do you think consumers are taking adequate steps to ensure that they save their digital images for the long term? Do they have a handle on the issues?

- Casio – Scott Nelson, Director of Product Development, Consumer Products Division
- Eckerd's – Mona Furlott, Vice President, Photo Operations
- Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager
- National Semiconductor – Mike Polacek, Vice President, Imaging

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

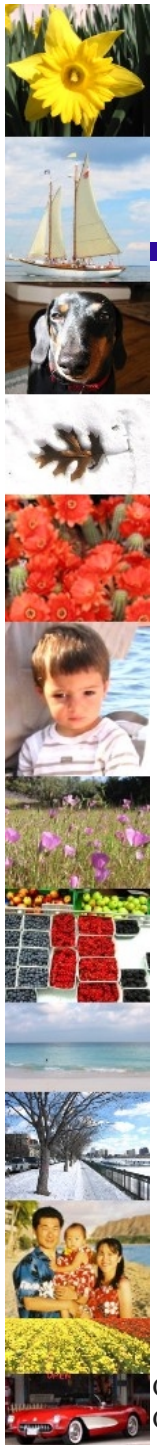


In 5 years, will most photos be printed at home or at retail or online?

- Casio – Scott Nelson, Director of Product Development, Consumer Products Division
- Eckerd's – Mona Furlott, Vice President, Photo Operations
- Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager
- National Semiconductor – Mike Polacek, Vice President, Imaging

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

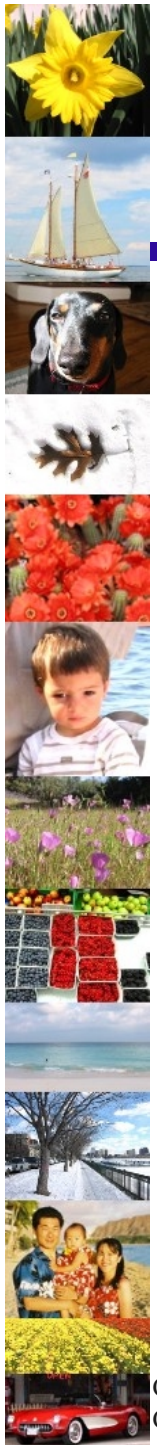
InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company



Is digital imaging easy enough for the mainstream? If not, propose solutions.

- Casio – Scott Nelson, Director of Product Development, Consumer Products Division
- Eckerd's – Mona Furlott, Vice President, Photo Operations
- Hewlett-Packard – Kathy Dow, Digital Photography Communications Manager
- National Semiconductor – Mike Polacek, Vice President, Imaging

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends



Thank you for coming to ImageScape 2004 at CES Las Vegas

Please stop and browse the tabletop exhibits

Copyright © 1/04 by InfoTrends Research Group, Inc., Norwell, MA USA T 781.792.0101 www.infotrends-rgi.com
Circulation or disclosure of this content in whole or in part outside the authorized recipient organization is forbidden without prior written consent of InfoTrends

InfoTrends RESEARCH GROUP, INC. A CAP Ventures Company

News Release

For more information contact:
Joe Murphy
Agfa Consumer Imaging PR
201-373-4228
joe.murphy@agfa.com

Dan Unger
Agfa Consumer Imaging
201-373- 4293
dan.unger@agfa.com

CES 2004
BOOTH # FF6A

Agfa d-lab.1 with MDDM Printing Technology

LAS VEGAS, NV – January 7, 2004 — The compact, all-digital d-lab.1 minilab from Agfa gives all-in-one access to the comprehensive range of services of modern on-site processing: print production from analog or digital images, including film processing, scanning and printing from film, printing from digital data and recording of images on CD.

Optimum print quality for the d-lab.1 is automatically guaranteed by the new Agfa MDDM (Micro Dot Display Multiplexing) printing technology and Agfa's tried-and-tested d-TFS (digital Total Film Scanning). The d-lab.1 is the first minilab to feature the new MDDM printing technology. The light comes from three LEDs (light-emitting diodes).

The d-lab.1 is based on the "walk-away printing" concept, meaning very simple operation, despite the wide variety of products. For instance, when producing prints from 35 mm films, all the user has to do is load the unprocessed film, press the “Print” button and remove the perfect prints and CDs. So, the operating staff can leave the minilab unattended and deal with other important work.

(more)

The Easy Chemicals used in both the film and the paper processor also contribute to simple, reliable operation. The new Agfacolor Prestige 3 and Agfacolor Type 12 photographic papers round off the system.

Like the d-lab.2 and d-lab.2plus, the companion models that are already successful in the market, the d-lab.1 also features d-TFS (digital Total Film Scanning), Agfa's unique, proprietary image enhancement system. d-TFS automatically ensures pixel-by-pixel image correction and, consequently, optimum print quality without operator intervention. Moreover, d-TFS guarantees an excellent first-print rate, averaging more than 95 percent, thereby greatly reducing the amount of paper waste.

“With a footprint of just 17 sq. ft. including the film processor, the d-lab.1 is a miniature giant,” said Wayne Strobel, Agfa Senior Marketing Manager. “The space of 45 sq. ft. required for operation is also well below that of competitor equipment in this performance class, permitting optimization of the earnings per unit of area.”

The d-lab.1 is versatile on both the input and the output side. Unprocessed 35 mm and APS films can be loaded, as can films that already have been processed in the case of reorders. Input from all common digital camera storage media and from CD is handled via the separate image box workstation. It is part of the standard scope of supply of the d-lab.1 and permits optimum utilization of the lab's capacity, since digital print orders can be processed at the same time as film-based jobs.

Thanks to its open architecture, the d-lab.1 also permits connection of other Agfa products, such as the pixtasy image editing station or the e-Commerce Services. Optionally, the kiosk version of the image box also can be connected, offering customers self-service functions and thus reducing the staff requirement.

(more)

Rated in Performance Class 1, the d-lab.1 processes 25 mixed jobs per hour under practical conditions, both from analog and digital image data. When producing two prints from a single original, the d-lab.1 print output amounts to more than 900 prints in 4 x 6" format per hour. The maximum print format is 8¼ x 12". In this context, the two paper magazines facilitate the parallel use of different output formats.

The d-lab.1 is geared to the needs of all businesses alike: a standard photo service can be offered even with semi-skilled staff following brief instruction. Thanks to the simple operator prompts, the production of a print job, including index print and CD, requires just the push of a button.

For photo retailers, the most attractive aspect is the wide range of products they can offer with the d-lab.1. A number of additional features also are available, such as the processing of passport photos and slides. The workflow of the d-lab.1 is optimized for a one-hour service at a rate of up to 25 jobs per hour.

About Agfa

Agfa Corporation is the U.S. subsidiary of the Agfa Group, which ranks among the world's leading imaging companies. Agfa develops, produces and markets analog and digital systems primarily for the graphic imaging, healthcare, non-destructive testing, micrographic, and photography markets. Headquartered in Mortsel, Belgium, Agfa has 40 national sales organizations globally, with worldwide sales of approximately $4.6 billion (U.S.) in 2002. In North America, Agfa is headquartered in Ridgefield Park, New Jersey. Product and company information can be found on Agfa's home page on the World Wide Web at www.agfanet.com.

@l kq\`qcl o@l il oS fpfl k7Cl ek AfD^r afl
@CC@> ppl `f^cpp
%. / &341*- 515
@l il oS fpfl k\MO= b^oqeifkh+kbq

@l il oS fpfl k Mobj fbop J l kfql o ^ka Mofkcpo @l il o > ``r o^`v Cl o @l kpr j bo J ^ohbq*I ^pSbd^p) G^kr ^ov 5qe*. . qe

> qQeb / - - 1 Fkcpok^qfl k^i @BP Qo^ab Pe l t $p]Ci^pe Cl ot ^oa$*? ofkdfkd Afdfq^i Fj ^dfkd fkql Cl `r p fk Qb`eWl kb¦ > q*El j b Me l ql Mofkcpkd´ %S @@Pl r qe E ^ii 1&

I > T OBK@BSFHI B) K+G¬ Ab`bj _bo. - ) / - - 0 ¬ **@l il oS fpfl k Fk`+)** ^ A^q\`l il o`l j m^kv) fp pbqql `^mqr ob ^ `er kh l c qe fp vb^o$p el qbpq`l kpr j bo bib`qpl kf`p j ^ohbq¶ afdfq^i mel ql do^mev+ Kl t ) t fqe il t bo mof`bp pq^ocfkd ^q!. 16 pqbbq) qe b PMVABOċ mol ar`qpr fdpp ^ob mof`ba ofdeq^ka r pbo cofbkaiv+ @l kpr j bqp `^k b`l kl j f`^iiv ^`efbs b _bqpbo mofkcp col j qebfo afdfq^i `^j bo^p t fqe qe b ^t ^oa*t fkkfkd) pq^dp*l c*qe b*^oqM+ KQL KBå @LI L OS FPHL Kå `l il oj ^k^dbj bkqpvpdpj p+

T fqe ob`l oa el ifa^v p^ibp l c afdfq^i `^j bo^p ^ka mel ql *mofkdpop) `l kpr j bqp ^ob fk cl o^ or ab ^t ^hbkfkd t ebk fq`l j bp ql s fbt fkd ^ka mofkcfkd qe l pb afdfq^i `^j bo^ fj ^dbp+Qe^qab`fabaiv `e^oqbr pb t baafkd dl t k ^ka vl r odobbk*phfkkba do^kaj l qe bo^ob kl qdl fkd ql j ^hb fqql qe b c^j fiv p`o^m_l l h) t fqe l r q`or`f^i `l il o`l oob`qfl kp¶ l k qe b p`obbk ***l o*** ^qvl r o mofkdpo+ I r`hfiv) @LI L OS FPHL Kå e^p qe b pvpdpj qe^q) t fqe s bov ifqqib bcd oq) mr qp nr ^ifqv fk qe b e^kap l c qe b `ob^ql o+

¦ > p afdfq^i mel ql do^mev mbkbqp^dpp bs bov j ^ohbqibs bi bs bk qe b ^s bo^db `l kpr j bo fp j l ob ^t ^ob l c qe b ¦ `l il od^mí t ebk qe bv qpv ql s fbt l o mofkqqe bpb afdfq^i fj ^dbp ^qel j b)´ obj ^ohp @l il oS fpfl k$p S f`b Mobpfabkq) ? of^k I bs bv+ ¦ PMVABO mol ar`qpr fdpp ^ob `l pqbcª `fbkq^ka fkq fqfs b]^aa*l kp$qe^q`l il o`l oob`qj l kfql qp ^ka mofkdpop) p^s fkd qfj b) fkh ^ka m^mbo) fkbumbkpfs biv `ob^qfkd dob^qil l hfkd l r q*mr q+ T b hkl t qe b abj ^ka fp qe bob8@LI L OS FPHL K$p p^ibp e^s b fk`ob^pba bum l kbkqf^iiv bs bov j l kqe qe fp vb^o+ L r o kbt mof`fkd ^ka dp`e kl il dv fp abpfdkba ql `^mqr ob qe b `l kpr j bo j ^ohbqqe^q t ^p mobs fl r piv aofs bk _v mol dbppfl k^ip) ^il kb+ @LI L OS FPHL K fp _^`hfkd qe fp r mt fqe ^k ^ddobppfs b obq^fi ob`or fqj bkq ^ka j ^ohbqfkd `^j m^fdk+ PMVABO mol ar`qpr fdpp `^k kl t _b cl r ka l k qe b pe bis bp l c il `^i obq^fibop t fqe j l ob obq^fi pql dbp `l j fkd l k ifkb bs bov a^v+

Qe b kbt PMVABO Pr fdpp l ccbo pl ir qfl kp cl o el j b el __vfpqp) do^mef` abpfdkbop) ^j ^dpr o^ka mol dbppfl k^i mel ql do^me bop ^p t bii ^p abphql mmol dbppfl k^ip i^_l ofkd l s bo`or`f^i Mt boM fkqmobpbkq^qfl kp+ > ka ^qbs bov ibs bi) mof`fkd e^p aol mmba r mql 0-" l o_bqpoj ^hfkd PMVABO Pr fdpp qe b _bpqs^ir b l k qe b j ^ohbq+

T ^kqDob^qMofkcp< Pq^oqt fqe Vl r o J l kfql o

? b`^r pb ^qpf_r dpp l c ^ afpmi^v j l kfql opil t iv `e^kdb l s bo qfj b8db*^ if_o^qfkd ^ka mol ª ifkd fp ^ `l kpq^kq`l k`bok t ebk fq `l j bp ql ^``r o^dp fj ^dbp ^p t bii ^p abphql mdo^mef`p ^ka abpfdk+ T fqe qe b PMVABO dp`e kl il dv bs bov j l kfql ofk el j b l o l cª `b`^k pe l t ¦ qr b´ `l il op cl o^p ifqqib ^p !. 16 %Pmvabo&l o !/ / 6 %qe b mol dbppfl k^i Pmvabo MOL ċ &+

Sf`b Mobpfabkq I bs bv `l kqfkr bp7¦ T fqe ^ pqbbq mof`b l c !. 16) **PMVABO** fp ^k bu`bmqfl k^i s^ir b l ccbofkd qe b ^``r o^`v ^ka cb^qr dbp l c `l j mbqfqfs b mol ar`qp) _r q^q!. - - ibpp+**PMVABO MOL**) ^q!/ / 6 dfs bp qe b ^as ^k`ba el __vfpq ^ka mol dbppfl k^i ^k ^aafqfl k^i ibs bi l c ql lip qe ^q^ob r kj ^q`eba fk qe b j ^ohbq) t fqe qe b fks bpqj bkqb^pfiv l ccpbq_v qe b ob ar`qfl k fk t ^pdpa qfj b qpvfkd ql `l il o`l oob`qfj ^dbp l k ^k r k*^ if_o^qpa afpmi^v+

PMVABO Mol ar`qPr fqbp

> k > ccl oa^_ib M\`h^db Cl o Bs bov Kbba

PMVABO fp cl oqeb el __vfpq) pbofl r p^j ^qbr o l o abphq mabpfdkbo^ka fp efdeiv abpfo^_ib cl o^kvl kb t l ohfkd t fqe afdfq^i fj ^dbp+Qeb pr fqb fk`ir abp qeb Pmvabo`l il ofj bqbo) Mel q @> I ċ pl ccq ^ob ^ka ^ipl fk`ir abp ^ COBB > al _b Mel q pel m> i_r j + Pl ccq ^ob `^k _b r pba ^qj r icfmib t l ohpq^qfl kp t fqe kl ^aafqfl k^i if`bkpfkd obnr fqba+ Pmvabo fp`r oobkqiv pl ia ^qj l pqobq^fibop cl o R+P+pr ddbpqba obq^fi mof`b7 !. 16+

PMVABOMOL fp cl oqeb ^as^k`ba el __vfpq^ka fp qeb mol obppfl k^i$p`el f`b cl o j l kfq o `^if_o^qfl k+ Fqfk`ir abp qeb Pmvabo`l il ofj bqbo) L mqf@> I ċ pl ccq ^ob) ^p t bii ^p ^ COBB > al _b Mel q pel m> i_r j + Pl ccq ^ob `^k _b r pba ^qj r icfmib t l ohpq^qfl kp t fqe kl ^aafqfl k^i if`bkpfkd obnr fqba+ PmvaboMOL fp`r oobkqiv pl ia ^qj l pqobq^fibop cl o qeb R+P+ pr ddbpqba obq^fi mof`b7 !/ / 6+

MOHKQCFUċ j ^q`ebp t e^qvl r pbb l k vl r o j l kfq o t fqe t e^q`l j bp l r qlc vl r o mofkqbo r pfkd qeb MofkqCFU pl ir qfl k+ Qeb b^pv*q *r pb pl ccq ^ob ^ka e^oat ^ob t l ohp t fqefk > al _b Mel q pel m^ka Mel q pel mBibj bkqp ^ka ^ppr obp`l kpfpqbkq) ^``r o^qb ^ka obif^_ib afdfq^i `l il o+ @l j bp t fqe ^ COBB > al _b Mel q pel m> i_r j + MofkqCFU fp`r oobkqiv pl ia ^qj l pqobq^fibop cl o R+P+pr ddbpqba obq^fi mof`b7 !/ 66+

PMVABOMOL (MOHKQCFU qefp s^ir b*^aaba pr fqb fk`ir abp _l qe > al _b Mel q pel m> i_r j ^ka **AL@QLOMOL**ċ COBB+ Pl ccq ^ob %l o ba fqfkd l r qmr qmol ª ibp&`^k _b r pba ^qj r icfmib t l oh* pq^qfl kp t fqe kl ^aafqfl k^i if`bkpfkd obnr fqba+ PmvaboMOL ( MofkqCFU fp`r oobkqiv pl ia ^qj l pq obq^fibop cl o qeb R+P+pr ddbpqba obq^fi mof`b7 ! 1/ 6+

@L I L OS FPHL K l ccbop COBB b*j ^fi ^ka qbibmel kb pr mml oqt+> p kbt sbopfl kp l c pl ccq ^ob ^ob obib^pba COBB r m*do^abp ^ob al t kil ^a^_ib ^qeb @l il oS fpfl k t b_ pfqb %t t t +l il os fpfl k+l j ,pr mml oqteqj i&cl o^ii obdfpqboba l t kbop t fqe ^ s^ifa pbof^i kr j _bo+

M+ KQL KB @L I L OS FPHL K mol ar`qp ^ob ^s^fi^_ib col j M+ KQL KB ^ka @L I L OS FPHL K ^qt t t +m\kql kb+l j l o t t t +qebofdeq`l il o+l j ^ka t t t +l il os fpfl k+l j) obpmb`qfs biv+

COLORVISION® and other ColorVision Inc. trademarks are the property of ColorVision Inc. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Adobe® and Photoshop® are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac and OS are trademarks of Apple Computer Inc. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. EPSON is a registered trademark of Seiko Epson Corporation. Canon is a registered trademark of Canon, Inc. © ColorVision, Inc., 2003. All rights reserved

PRO REPORT: PrintFIX

by tim grey

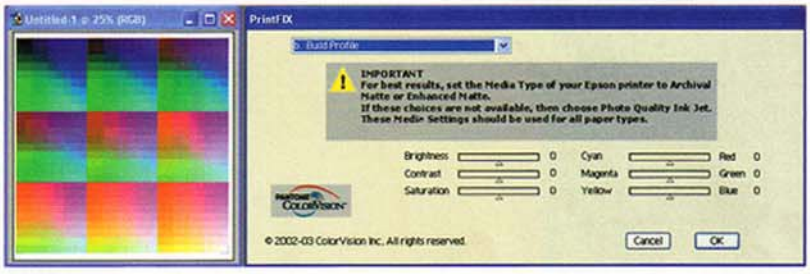
Cheap and easy

Yep, we're talking about printer profiling

Photographers who've embraced the digital darkroom often spend hours in front of the monitor perfecting an image. All too often, they're disappointed when they output the image because the print doesn't accurately portray the image on the monitor. The PrintFIX package from Pantone Inc. and ColorVision Inc., a Datacolor company, is designed to solve that problem.

By itself, PrintFIX doesn't afford a match between print and monitor. Rather, it allows you to build custom profiles for your printer, so that it outputs an accurate rendition of the color data in the digital image file. In order for the print and monitor to match, you also need to calibrate the monitor with a sensor and software designed for the purpose (see the profiling and calibrating software chart, p. 36).

With a calibrated monitor, you are ready to build a profile with PrintFIX. The PrintFIX package functions as a plug-in for Photoshop that allows you to generate and print color targets, which are then read by the included scanner. With the readings, the software generates a profile.



Top: The PrintFIX Build Profile interface. Above: the Epson profile (left) as compared to the PrintFIX profile (right).

The process

Creating a profile with PrintFIX is easy. First, load a print target using an option added to the Automate submenu in Photoshop. The print target is specific to your printer model, so you'll need to select the correct printer type from the dropdown list. So far, only certain Epson and Canon printers are supported, but ColorVision says further support will be available soon.

With the target loaded, print it at the specific settings outlined in the PrintFIX documentation. Specifically, set the output profile under File>Print with Preview to Same as Source; in your printer properties, select No Color Adjustment. This ensures that the printer software won't modify the output in any way, and so interfere with getting accurate profiles. Regardless of the paper you're using, you should select the Enhanced Matte or similar paper option in the printer properties when printing the target.

Once printed, the target should dry for at least five minutes. Now cut it

along the dotted line and insert it into the sleeve for scanning. Scan the print using the Import option in Photoshop. This loads the scanner interface for the PrintFIX scanner. Unfortunately, the scanner does not default to a color scan and the custom PrintFIX scan size, so you must change these options for every profile you generate.

Once you've scanned the print target, build the profile through the PrintFIX option in the Automate submenu. Select Build Profile to access the controls for the profile's tone and color. These sliders should be adjusted only if the print target indicates that adjustments should be made. It would be better if PrintFIX could set these options automatically based on the printer you have selected, rather than requiring you to manually adjust the controls. When you click OK, you'll be prompted to name the profile—preferably something that identifies the relevant printer and paper.

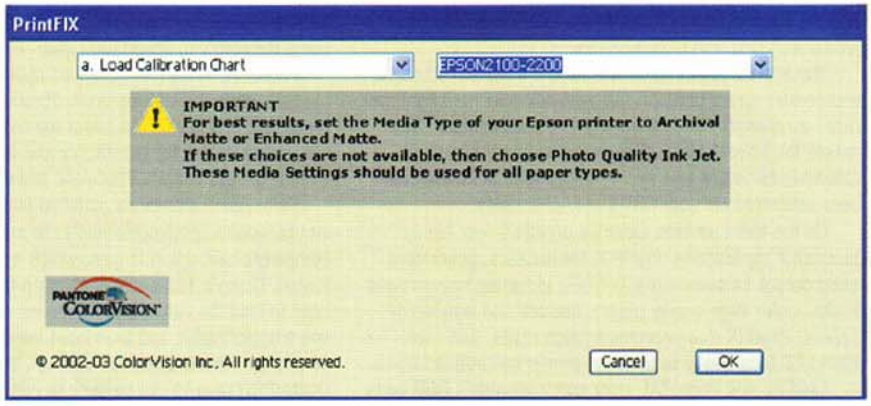
You need to restart Photoshop to ensure your profile appears as an available option for printing. Select File>Print with Preview and set the Print Space Profile to the profile you built with PrintFIX for the type of paper you are using. Use the same printer properties that you used to print the target, including the selection of Enhanced Matte or similar paper and the No Color Adjustment option in the Color Management section of the printer properties.

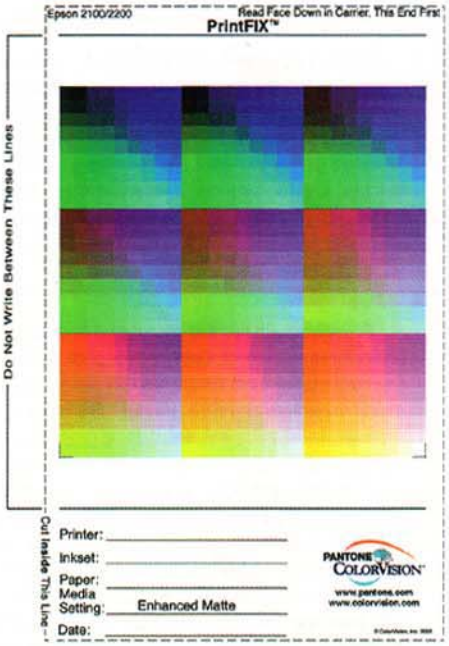
The results

The profiles generated with PrintFIX are good but not great. In most cases they are better than the profiles included with photo inkjet printers, meaning you will get slightly better prints using PrintFIX. The differences are subtle, however, and in some cases there are slight color problems. For example, I often found that magenta and yellow hues were over-saturated.

The profiles are less accurate than those generated by solutions used with a dedicated spectrophotometer, but those solutions often cost thousands of dollars. PrintFIX isn't perfect, but at this reasonable price, it's a good solution. Another benefit of the PrintFIX package is that it allows you to build an unlimited number of profiles for your printer (or future printers) for any new papers you may start using. You won't have to purchase special profiles, settle for inaccurate prints, or stop using a favorite paper because you can't get accurate color. You also won't have to pay a service provider each time you need a new profile.

PrintFIX is particularly helpful when using third-party papers, such as those from Legion Paper (www.legionpaper.com), LexJet Direct (www.lexjet.com), Red River Paper (www.redrivercatalog.com), Moab Paper Company (www.moabpaper.com) and others. Because these papers are not designed for a specific printer, it can be difficult to get accurate prints. PrintFIX provides an excellent option for photographers who use a wide variety of third-party papers. If you print with papers designed specifically for your printer, the benefits of PrintFIX would be minimal. ◀


PrintFIX
a. Load Calibration Chart
EPSON2100-2200
IMPORTANT
For best results, set the Media Type of your Epson printer to Archival Matte or Enhanced Matte.
If these choices are not available, then choose Photo Quality Ink Jet.
These Media Settings should be used for all paper types.
PANTONE COLORVISION
© 2002-03 ColorVision Inc. All rights reserved.
Cancel
OK



The first step is to load a print target for your specific printer (top). Then print the target as directed, let it dry at least five minutes, and cut along the dotted lines (above). Now you can scan the print target and build a profile.

ColorVision

ColorVision, a DataColor company, builds color calibration systems around various software and hardware solutions, including a set of profiling software applications and the Spyder, an all-digital, seven-filter colorimeter that works with CRT and LCD monitors.

The Spyder calibrates monitors to a universal standard and creates an accurate profile by dividing emitted light into more wavelength bands than ordinary colorimeters. That makes the Spyder more efficient in plotting tristimulus matching curves. It also has a honeycomb baffle that has been optimized for both CRT and LCD screens.

On the software side, ColorVision offers four highly functional applications. PrintFIX, for instance, guarantees good output on several media types, including heavyweight matte, luster, high quality glossy, fine art, and watercolor papers. PrintFIX also provides a patch reader that uses flash LED technology to measure printer calibration targets.

OptiCAL and PhotoCAL work with a monitor's RGB guns. The OptiCAL pre-calibration function balances the guns to display the widest color gamut possible. That guarantees better quality displays with more accurate flesh tones and grays and greater shadow detail. It doesn't lock users into arbitrary gamma or color temperature settings. It gives users the ability to adjust individual RGB response curves.

PhotoCAL is a more advanced application that walks users through the various pre-calibration steps. The procedure is simple. First select the desired gamma and color temperature for the display and then attach the Spyder to your screen. PhotoCAL takes over from there.

ColorVision includes a patented patch reader that uses an LED-based spectrocolorimeter to measure the company's calibration targets, which it saves in Lab Color format. Using a 125-patch calibration target, ProfilerPRO is used to load the patch, print it, measure it with a spectrocolorimeter, and then build the profile from the text file. For additional advanced settings, the company's DoctorPRO plug-in can be used to edit profiles.

www.colorvision.com

Devices supported:
CRT and LCD displays, printers

Spyder (with PhotoCAL): $229
Spyder Pro (with OptiCAL and PhotoCAL): $339
Print FIX: $339
Spyder Pro (with PrintFIX): $559
Spyder Master: $1,129

Digital Doman

Profile Prism, by Digital Domain Inc, gives users the ability to calibrate their monitors while generating ICC profiles for digital cameras, scanners and printers, using an IT8 reference target. The application includes a reflective glossy 5x7-inch IT8 color target with 288 color patches, and for cameras, a reflective matte 5x7-inch color target with 753 color patches. It's a Windows-based application that will run on Macs that have a Virtual PC application installed.

The latest version of Profile Prism, 4.4, produces printer profiles that contain both perceptual and relative colorimetric mappings. Previous versions only supported relative colorimetric mapping.

www.ddisoftware.com/prism/

Devices supported:
digital cameras, scanners, printers

Profile Prism: $79
IT8 Reference Targets (5x7 glossy): $15
IT8 Reference Target (35mm): $30
Matte Reference Targets (for cameras): $15

GretagMacbeth

GretagMacbeth has two approaches to creating ICC profiles and color management. Designed for photographers, the Eye-One color management system creates color profiles for monitors, digital projectors and RGB printers. The more sophisticated ProfileMaker 4.1 Pro has an intuitive graphical interface for building ICC profiles with as many as seven channels for all types of attached devices, including scanners, digital cameras, monitors and flat panel displays, printers and presses.

The Eye-One color management system is available in four configurations. Eye-One Display, with compact colorimeter, calibrates and profiles CRT and LCD monitors. Eye-One Photo, with handheld spectrophotometer, guarantees that what's displayed on the screen will match what's printed on an RGB printer. Eye-One Publish with a handheld spectrophotometer guarantees accurate color from scanner, to screen, to a CMYK or RGB printer. Finally, the Eye-One Beamer, with a spectral color-measuring device, calibrates and profiles monitors and digital projectors. Eye-One products are available for both Windows and Macintosh systems.

ProfileMaker 4.1 Pro uses a modular software approach to generate profiles. Four tools make up the complete suite, including ProfileMaker, ProfileEditor, ColorPicker and MeasureTool.

ProfileMaker, the primary module, uses reference data and measurement data to determine ICC profiles for a variety of input and output devices. It gives users control over the color separation process, including the settings for the black start point, black width, maximum amount of black ink, total ink coverage, as well as UCR and GCR.

ProfileEditor guides users through the process of editing a variety of profiles, including multicolor profiles. It supports workflows with up to three profiles—input, output and simulation—and provides for direct editing of gray balance.

ColorPicker uses ICC profiles to ensure the best possible match for Pantone and the desired output device, while the MeasureTool works with several of the popular measurement devices, including the Spectrolino and SpectroScan, the Eye-One and the iCColor.

www.gretagmacbeth.com

Devices supported:
digital cameras, CRT and LCD displays, printers, scanners

Eye-One Display: $249
Eye-One Photo: $1,495
Eye-One Beamer: $1,595
Eye-One Publish: $2,695
ProfileMaker 4.1: $2,995

Integrated Color Corporation

Integrated Color Corporation's latest camera profiling package is ColorEyes 20/20. Designed for the professional photographer who needs to record accurate color data, this handy application ships with target prints, each with its own serialized reference file. Each glossy print includes over 500 patches. Integrated Color also markets a Commercial version of ColorEyes, which has a 480-patch glossy target.

Both applications ship with the ColorEyes Digital Gelcard, which is also sold separately. The Gelcard is an easy-to-use tool for finding the gray balance of a digital camera in the studio or on location. It also has six patches for color tuning.

www.integrated-color.com

Devices supported:
digital cameras

ColorEyes Commercial: $499
ColorEyes 20/20: $699
ColorEyes 20/20 Upgrade: $200
ColorEyes Digital Gelcard: $165

Integrated Color Solutions

Integrated Color Solutions (ICS) offers several user-friendly applications that take the guesswork out of calibrating imaging devices. Profile City, for example, requires photographers to print or photograph a provided graphic. Once the image has been printed or captured, the application measures the resulting image data and supplies the settings needed to calibrate the device. It uses pre-linearization and multiple patches to guarantee accurate color.

ICS also markets basICColor Display with an accompanying monitor sensor. The recently released Version 2.5 includes the ICS basICColor Display software with its basICColor Squid monitor sensor, an emissive colorimeter that uses Light Tunnel and Pulse-Period technology to measure CRT and LCD displays. The procedure is simple. Attach the sensor and the program's Wizard-like interface walks users through the calibration and profiling procedure.

www.profilecity.com

Devices supported:
CRT and LCD displays, digital cameras, printers

Profile City (versions)
Inkjet (RGB) Printer Profiling Kit: $99 (Premium Kit: $199)
CMYK Profiling Kit: $99
CMYK Premium Profiling Kit: $199
Color Proofing (CMYK) Profiling Kit: $99
basICColor Display with Instrument: $249

ABOUT CONCORD CAMERA CORP.

Concord Camera Corp. ("Concord") (NASDAQ:LENS) is a leading designer, developer, and manufacturer of high quality, popularly priced, easy-to-use digital, single use, traditional 35mm and loyalty cameras. Established in 1984, Concord is the world's largest producer of single use cameras for private label, corporate premium and original equipment manufacturers and since 2000, Concord has rapidly gained market share in the digital camera sector.

According to IDC, Concord was ranked **number 1 for number of units shipped of simple VGA** digital cameras and number **8 for point & shoot digital cameras in 2002 in the United States**, exceeding rankings for Minolta, Casio and others. Concord has a global presence with offices in Europe and Asia, including a 600,000 sq. foot manufacturing facility in China. Concord's products are available in more than 50,000 outlets in the United States, Western Europe, Eastern Europe, Latin America, Asia and Australia with cameras sold at world-wide retailers such as Wal-Mart, Walgreens, Target, CVS, CompUSA, Eckerd, Rite Aid, Ritz Camera, Aldi, Argos, Boots, Carrefour, Family Dollar, Dollar General, and Metro.

Concord achieved record sales in fiscal year **2003 of $189.8 million**, **a 47% increase** over the prior year. Leading the way in digital camera technology, Concord introduced one of the first Bluetooth capable digital cameras and one of the first 3 Megapixel CMOS sensor digital cameras.

Design and Manufacturing Services (DMS) customers (formerly referred to as OEM customers) choose Concord because of its expertise in engineering and manufacturing and speed to market. Concord's DMS group has worked with some of the world's leading companies such as Eastman Kodak Company, Hewlett-Packard Company, Nokia Mobile Phones Ltd, Fuji Photo Film Co. Ltd., Legend Group Limited, and Polaroid Corporation.

Expansion into new markets and leading the industry with innovative programs is nothing new to Concord. In 2002, Concord signed a licensing agreement with Polaroid Corporation allowing Concord to market 35mm and single use cameras under the Polaroid brand name. Concord is also well-known for their **Free-Film for Life Program**. With this **loyalty** program, retailers are able to offer their customers free film for life after a camera is purchased. This provides an incentive for customers to return to the retailer. Recently, one of these cameras became the number 1 seller in the U.S. Food, Drug and Mass Merchandiser channel.

Concord is poised for more growth in 2004 with numerous new innovative and easy-to-use digital cameras from VGA to 5 Megapixels and traditional 35mm film cameras at affordable prices. Visit www.concord-camera.com for more information.

Concord Camera Corp. Contact Information

Investor Contact:
Brian King
Concord Camera Corp.
Senior Executive Vice President
(954) 331-4200
brian_king@concord-camera.com

Company Contact:
Elizabeth Jheeta
Concord Camera Corp.
Senior Marketing Manager, Communications
(954) 331-4200
elizabeth_jheeta@concord-camera.com

Agency Contact:
Karen Thomas
Thomas PR
(631) 549-7575
kthomas@thomas-pr.com

About Concord Camera Corp.
Concord Camera Corp. is a global developer, designer, manufacturer and marketer of high quality, popularly priced, digital, instant, Advanced Photo System (APS) and 35mm cameras. Concord markets its cameras under the trademarks POLAROID and CONCORD EYE-Q. Concord sells and markets its camera products worldwide through direct sales offices in the United States, Canada, Germany, Hong Kong, the United Kingdom and France and through independent sales agents. Concord manufactures its products in its vertically integrated manufacturing facilities in the People's Republic of China.

CONCORD is a trademark and/or registered trademark of Concord Camera Corp. in the United States and/or other countries. The POLAROID trademark is owned by Polaroid Corporation and is used by Concord under license from Polaroid. Bluetooth is a trademark of the Bluetooth SIG, Inc. All other brands and product names are either registered trademarks or trademarks of their respective owners.

Except for the historical matters contained herein, statements in this press release are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements, including the statements regarding anticipated or expected results and the future introduction of new products, involve risks and uncertainties which may affect the Company's business and prospects, including the risks discussed under "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended June 28, 2003 and subsequently filed reports. Any forward-looking statements contained in this press release represent our estimates only as of the date hereof, or as of such earlier dates as are indicated, and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

# # #

Investor Contact:
Brian King
Concord Camera Corp.
Senior Executive Vice President
(954) 331-4200
brian_king@concord-camera.com

Company Contact:
Elizabeth Jheeta
Concord Camera Corp.
Senior Marketing Manager, Communications
(954) 331-4200
elizabeth_jheeta@concord-camera.com

Agency Contact:
Karen Thomas
Thomas PR
(631) 549-7575
kthomas@thomas-pr.com

CES BOOTH: SOUTH HALL 3-4, FLASH FORWARD# FF-1A

CONCORD CAMERA CORP. ANNOUNCES THE CONCORD EYE-Q 3341z 3 MEGAPIXEL DIGITAL CAMERA WITH ZOOM

Easy – Low Cost
16MB Internal Memory, 3X Optical Zoom, Simple Preset Exposure Settings at a suggested retail price of only $179

Las Vegas, NV – January 8, 2004 - Concord Camera Corp. ("Concord") (NASDAQ: LENS), a leading manufacturer of digital cameras, 35mm cameras, and single-use cameras, announced today at CES in Las Vegas the **CONCORD EYE-Q 3341z**, featuring a 3.1 Megapixel CCD sensor, 3X optical/4X digital zoom (total 12x zoom), 16MB internal memory and AVI video clips at a suggested retail price of only $179. With the Concord Eye-Q 3341z, Concord is leading the drive towards lower cost, easier to use cameras for new digital camera buyers.

The Concord Eye-Q 3341z is especially attractive to less experienced users because of its economical cost and ease of use. With only a few buttons and a lay-out design easily accessible with a thumb, the camera takes only minutes to learn how to use. 16MB of internal memory are already loaded in the camera, so users can start shooting right when they get the camera -- even if they forget to bring memory cards, don't want to use memory cards, or the card is full. The camera's SD memory card slot also allows for unlimited photo taking with an SD card and the preset exposure settings: Party/Indoor, Beach/Snow, Night Landscape, Sunset, Fireworks, and Night Portrait makes photo taking easy.

Two rechargeable NiMH AA Batteries and a Four Battery Charger are included with the camera to make it a more economical purchase, since there is no need to buy batteries. Consumers don't

have to worry when to replace a battery with Concord's power meter continuously displaying battery-life on the LCD screen.

Video is a popular feature for Concord's users. High quality AVI video clips can be captured at 320x240 resolution at 30 frames per second. Many popular cameras offer video capture at only 16 frames per second. The length of video capture is only limited by the memory card size. Playback can be viewed either on the camera's 1.5" TFT LCD or a TV Monitor with the included TV cable. The Continuous Shooting Mode captures a maximum of 7 images at approximately 3 images per second for sporting events and action shots when there's no time to repeatedly press the shutter button.

The Concord Eye-Q 3341z is low cost but extremely powerful. It incorporates Concord-developed optics and advanced technology to produce larger, more refined photo enlargements while still retaining excellent resolution. A Macro focus range of approximately 10 cm allows details to be seen in close up shots of the smallest items like insects, plants, and other miniature objects.

The Concord Eye-Q 3341z is now available at a suggested retail price of $179. It includes Rechargeable NiMH AA Batteries, a Battery Charger, ArcSoft Photo Impression 2000, DirectX 9.0, Adobe Acrobat Reader 5.1, a Multi-User's Guide, a Mini-USB cable, a TV cable, a Wrist strap, and a Pouch. The camera is compatible with Microsoft Windows 98SE, 2000, ME, XP and Mac OS 9.0 and higher. For more information, see www.concord-camera.com.

About Concord Camera Corp.
Concord Camera Corp. is a global developer, designer, manufacturer and marketer of high quality, popularly priced, digital, instant, Advanced Photo System (APS) and 35mm cameras. Concord markets its cameras under the trademarks POLAROID and CONCORD EYE-Q. Concord sells and markets its camera products worldwide through direct sales offices in the United States, Canada, Germany, Hong Kong, the United Kingdom and France and through independent sales agents. Concord manufactures its products in its vertically integrated manufacturing facilities in the People's Republic of China.

CONCORD EYE-Q is a trademark and/or registered trademark of Concord Camera Corp. in the United States and/or other countries. The POLAROID trademark is owned by Polaroid Corporation and is used by Concord under license from Polaroid. Windows is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Mac is a registered trademark or trademark of Apple Computer, Inc. in the U.S. and other countries. All other brands and product names are either registered trademarks or trademarks of their respective owners.

Except for the historical matters contained herein, statements in this press release are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements, including the statements regarding anticipated or expected results and the future introduction of new products, involve risks and uncertainties which may affect the Company's business and prospects, including the risks discussed under "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended June 28, 2003 and subsequently filed reports. Any forward-looking statements contained in this press release represent our estimates only as of the date hereof, or as

of such earlier dates as are indicated, and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

# # #

Investor Contact:
Brian King
Concord Camera Corp.
Senior Executive Vice President
(954) 331-4200
brian_king@concord-camera.com

Company Contact:
Elizabeth Jheeta
Concord Camera Corp.
Senior Marketing Manager, Communications
(954) 331-4200
elizabeth_jheeta@concord-camera.com

Agency Contact:
Karen Thomas
Thomas PR
(631) 549-7575
kthomas@thomas-pr.com

CES BOOTH: SOUTH HALL 3-4, FLASH FORWARD# FF-1A

CONCORD CAMERA CORP. SHIPS NEW 4 MEGAPIXEL DIGITAL CAMERA

One of the Lowest Priced 4 Megapixel Optical Zoom Digital Cameras on the Market

Featuring AVI Video at 30 Frames per Second for Mini-Movies

Las Vegas, NV – January 8, 2004 - Concord Camera Corp. **("Concord") (Nasdaq:LENS)**, a leader in high-quality low-priced digital cameras, today announced at CES shipment of their new 4 Megapixel 3x optical zoom point & shoot digital camera, the **Concord Eye-Q 4360z**. With a suggested retail price of $199, the Concord Eye-Q 4360z delivers exceptional price/performance.

Targeted at cost-conscious consumers who want a high quality, high resolution digital camera at a low-cost, the Concord Eye-Q 4360z features a 4 Megapixel CCD sensor, advanced optics, a 3x optical zoom and 6x digital zoom (18x total zoom), exposure control and 30 frames per second AVI video.

First time digital photographers will find taking great shots simple with the built-in automatic features, while more advanced users will find that the user-friendly interface allows easy and intuitive access to more sophisticated photographic controls, such as exposure and white balance control.

Capturing AVI **video at 30 frames per second,** the Concord Eye-Q 4360z stands far above other digital cameras on the market that offer just 15-16 frames per second. At 30 frames per second, mini-movies will look more real and exciting. Video length is determined by the capacity of the SD card and can then be replayed on your TV for the whole family to see with the included video out cable.

To save consumers the expense of buying batteries, the Concord Eye-Q 4360z includes two rechargeable NiMH AA batteries, a four battery charger and a power meter which continuously displays battery-life on the 1.5" TFT LCD screen indicating when to change batteries.

Housed in a compact body, the Concord Eye-Q 4360z offers 16MB of internal memory for picture taking even without an SD memory card and a full range of advanced photographic features, such as AVI video mode, continuous shooting mode for action shots (approximately 7 images at 3 images per second), a macro focus range of 10cm, auto & user selectable white balance and preset exposure modes for fireworks, night, party, beach/snow, sunset, and night portrait and five flash modes including auto, fill-in, red-eye reduction, flash off and night to insure great photos for every occasion.

The Concord Eye-Q 4360z utilizes Concord developed auto focus technology and specialized optics, along with Concord's advanced engineering technology to provide sharp, clear pictures, and to enable high resolution photo enlargements. The proprietary optical zoom lens design utilizes six glass elements in six groups and aspheric lenses to improve sharpness and maximize the photographic quality in a lightweight zoom package.

"We have been seeing incredible growth in the first-time buyer market and many cost conscious consumers who are upgrading to get higher resolution and more exciting features," said Mr. Urs W. Stampfli, Senior Vice President and Director of Global Sales & Marketing, Concord Camera Corp. "The Concord Eye-Q 4360z comes with a comprehensive feature set to give users flexibility, greater ease of use and quality results at an affordable price."

The Concord Eye-Q 4360z is available immediately at a suggested retail price of **$199** through Concord retailers and is compatible with Windows 98, 98SE, 2000, ME, XP and Mac OS 9.0 and higher. The camera comes with a multilingual user's guide and quick start guide, a mini-USB cable, a TV cable, a wrist strap, a pouch, rechargeable batteries and charger, ArcSoft Photo Impression 2000, DirectX 9.0, and Adobe Acrobat Reader 5.1.

About Concord Camera Corp.
Concord Camera Corp. is a global developer, designer, manufacturer and marketer of high quality, popularly priced, digital, instant, Advanced Photo System (APS), and 35mm cameras. Concord markets its cameras under the trademarks POLAROID AND CONCORD EYE-Q. Concord sells and markets its camera products worldwide through direct sales offices in the United States, Canada, Germany, Hong Kong, the United Kingdom and France and through independent sales agents. Concord manufactures its products in its vertically integrated manufacturing facilities in the People's Republic of China.

CONCORD EYE-Q is a trademark and/or registered trademark of Concord Camera Corp. in the United States and/or other countries. The POLAROID trademark is owned by Polaroid Corporation and is used by Concord under license from Polaroid. Windows is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Mac is a registered trademark or trademark of Apple Computer, Inc. in the U.S. and other

countries. All other brands and product names are either registered trademarks or trademarks of their respective owners.

Except for the historical matters contained herein, statements in this press release are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements, including the statements regarding anticipated or expected results and the future introduction of new products, involve risks and uncertainties which may affect the Company's business and prospects, including the risks discussed under "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended June 28, 2003 and subsequently filed reports. Any forward-looking statements contained in this press release represent our estimates only as of the date hereof, or as of such earlier dates as are indicated, and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

# # #

Investor Contact:
Brian King
Concord Camera Corp.
Senior Executive Vice President
(954) 331-4200
brian_king@concord-camera.com

Company Contact:
Elizabeth Jheeta
Concord Camera Corp.
Senior Marketing Manager, Communications
(954) 331-4200
elizabeth_jheeta@concord-camera.com

Agency Contact:
Karen Thomas
Thomas PR
(631) 549-7575
kthomas@thomas-pr.com

CES BOOTH: SOUTH HALL 3-4, FLASH FORWARD# FF-1A

CONCORD EYE-Q GO WIRELESS BLUETOOTH™ DIGITAL CAMERA DEMONSTRATES BUSINESS SOLUTIONS

Instant Image Transmission to PDAs & Other Bluetooth™ Devices for Real Estate, Aircraft, Army and other time sensitive applications

Las Vegas, NV, January 8, 2004 - Concord Camera Corp. ("Concord") (NASDAQ: LENS) announced today at CES business solutions using the **Concord Eye-Q Go Wireless, the first 2 Megapixel Bluetooth™ enabled digital camera**. Designed for instant and reliable image transmission, the Concord Eye-Q Go Wireless beams images to Bluetooth™ compatible devices, such as mobile phones, PDAs, and laptops as well as USB-compatible computers (with the included Bluetooth™ adaptor).

The Concord Eye-Q Go Wireless is being tested in a number of different industries for varying applications. Real Estate agent, Jeff Maiger uses the Concord Eye-Q Go Wireless to take pictures of available properties and then sends the images to his PDA for easy viewing with his clients. "I put pictures of the properties I am showing on my PDA and use it as a slide show with prospective clients. This saves time and my clients really love the fact that we can preview a property while on the road," commented Jeff Maiger.

Vitronics, Inc., a MTC Technologies company, has successfully demonstrated the use of the Concord Eye-Q Go Wireless camera in a prototype Wearable Computer System for the US Army. Their Linux based prototype demonstrates how a soldier can use a small, lightweight wireless camera to take pictures of people, documents, etc. and then transmit these images using Bluetooth™ to a small wearable computer that can store the photos or relay them to other command structures via radio link.

The Boeing Company is looking at the Concord Eye-Q Go Wireless to facilitate communication between departments. They are taking time sensitive photos to document quality non conformance on aircraft and are quickly transmitting these photos to a laptop for distribution to a number of departments.

The Concord Eye-Q Go Wireless sends images wirelessly to Bluetooth™ devices, such as the popular Palm Tungsten T, as well as any of the over 1800 Bluetooth™ Consortium companies devices that support OBEX and are able to receive, process and display a JPEG image. The camera transmits photos from as far away as 30 feet and no direct line of sight is necessary. It is even possible to transmit an image through office walls. The camera can detect up to seven Bluetooth™ devices at a time allowing the user to select the device to which to transmit.

The Concord Eye-Q Go Wireless is also packaged with a Bluetooth™ adaptor, which allows the user to transform their Windows based computer or laptop into a Bluetooth™ device. Just install the Bluetooth™ driver software and plug the Bluetooth™ adaptor into the USB port and the computer is ready to receive pictures from the Concord Eye-Q Go Wireless. No wires or cables are necessary for transmission.

"Our customers asked for quick and easy transfer of photos from the camera to a computer, mobile phone or PDA. Our answer is the Concord Eye-Q Go Wireless. What can be quicker and simpler than a digital camera that can transmit images without cables in as little as five seconds?" commented Urs W. Stampfli, Senior Vice President and Director of Global Sales and Marketing at Concord Camera Corp. He further commented, "Consumers love this technology because it is simple and easy to use. But we have also had a lot of interest from a wide variety of businesses such as insurance, real estate and logistics who need picture documentation."

Sending images to a Bluetooth™ enabled device requires just a few button presses and no cable connections. Bluetooth™ technology combined with a simple and intuitive user interface provides consumers with the simplicity they demand.

The camera stores over one hundred VGA sized images in 7MB of internal memory but also has an SD/MMC card slot for additional storage. The camera also features preset scene selections for flexible picture taking and a 4x digital zoom. It offers three focus modes to ensure great pictures at any distance; macro for close-up images; portrait for group photos; and infinity for scenic views. AVI Video clip capability allows users to capture special moments. The user can select between 2 Megapixel, 1 Megapixel, or VGA resolution still images.

The Concord Eye-Q Go Wireless digital camera is compatible with Microsoft Windows 98SE, 2000 Professional, ME, XP Home and Professional. Images can be transmitted to specified Bluetooth™ compatible devices. See Concord's web site at www.concord-camera.com for an up-to-date list of compatible devices. Weighing in at only 4.5 ounces and tiny with a length of 3.44 inches, the Concord Eye-Q Go Wireless is pocket-sized and easily accessible any time you would like to snap a picture. The Concord Eye-Q Go Wireless is priced at a suggested retail price of only **$149.99** and is available immediately through retailers.

About Concord Camera Corp.
Concord Camera Corp. is a global developer, designer, manufacturer and marketer of high quality, popularly priced, digital, instant, Advanced Photo System (APS) and 35mm cameras. Concord markets its cameras under the trademarks POLAROID and CONCORD EYE-Q.

Concord sells and markets its camera products worldwide through direct sales offices in the United States, Canada, Germany, Hong Kong, the United Kingdom and France and through independent sales agents. Concord manufactures its products in its vertically integrated manufacturing facilities in the People's Republic of China.

CONCORD EYE-Q is a trademark and/or registered trademark of Concord Camera Corp. in the United States and/or other countries. The POLAROID trademark is owned by Polaroid Corporation and is used by Concord under license from Polaroid. Windows is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Mac is a registered trademark or trademark of Apple Computer, Inc. in the U.S. and other countries. All other brands and product names are either registered trademarks or trademarks of their respective owners.

Except for the historical matters contained herein, statements in this press release are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements, including the statements regarding anticipated or expected results and the future introduction of new products, involve risks and uncertainties which may affect the Company's business and prospects, including the risks discussed under "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended June 28, 2003 and subsequently filed reports. Any forward-looking statements contained in this press release represent our estimates only as of the date hereof, or as of such earlier dates as are indicated, and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

Energizer Firsts
Innovation-Timeline

1896—Invention of the first dry cell battery for consumer use—Energizer (Eveready) is the first U.S. commercial manufacturer of dry cell batteries

1898—Invention of the first flashlight by Eveready

1956—Invention of the first 9-volt battery

1959—Introduction of alkaline technology—Energizer introduces the first alkaline technology that virtually revolutionizes portable power

1960—Energizer introduces miniature carbon zinc batteries for watches and the first silver oxide watch and hearing aid batteries

1989—First zero mercury added alkaline battery—a monumental leap to make batteries safer for the environment

1992—Energizer introduces the world's first AA size lithium battery

1995—With Energizer's new on-battery tester, consumers can check the power left in their alkaline batteries directly on the cell

1997—Energizer introduces advanced designed batteries that maximize performance in emerging high-tech devices

2000—Energizer introduces Energizer® e^{2}® Titanium technology™ and advanced cell construction providing longer lasting power in high-tech devices

2004—The world's first AAA lithium batteries enter the marketplace to meet the power demands of a new wave of portable, small high-tech devices

# # #

FOR IMMEDIATE RELEASE

For more information, contact:
Jackie Burwitz: 324-985-2169
Harriet Blickenstaff: 314-995-3939 x103

ENERGIZER LEADS WORLD IN BATTERY POWER FOR DIGITAL CAMERAS

ST. LOUIS, MO—January 7, 2004—Energizer has led the power race in digital photography since it introduced the first 1.5 volt lithium AA battery more than ten years ago. It now laps its competition with the announcement of further power improvements, a new product offering and enhancements to its rechargeable and titanium lines.

Energizer® e²® Lithium, the world's longest-lasting AA battery now lasts up to 7x longer in digital cameras.* It takes up to 350 pictures versus 54 pictures with standard alkaline batteries. (*vs. ordinary alkaline, proposed ANSI test. Results vary by camera.)

When they were introduced in 1992, the high performance batteries were primarily used by professional photographers in their digital cameras. Today, consumers are driving digital camera sales; now outpacing the sale of film cameras. Almost two-thirds of these cameras are currently powered by AA batteries, making the *Energizer e²* Lithium the ideal battery choice. In addition, it cost about $.02 per photo with the lithium batteries versus almost $.05 per photo for standard alkaline batteries making them a good value as well.

"Consumers are now discovering what professionals have known for a decade. When it comes to digital photography, lithium AA batteries are the only way to go," says Rich Clarkson, photographer and former Director of Photography for National Geographic. "I applaud Energizer for pioneering that technology—it has made all the difference when it comes to digital imaging."

In addition to the longest-lasting power, Energizer® e²® Lithium batteries operate well in temperature extremes from -40 degrees F to 140 degrees F. They weigh a third less than alkaline AA, which makes a significant difference is small, lightweight cameras. The batteries are made with a special construction that prevents the possibility of leakage and are sold in 2, 4 and 8 packs. They have a 15-year shelf life, the longest in the battery category.

-more-

Energizer e^2 Lithium
Add one

Introducing the World's First Lithium AAA

Energizer is just unveiling it newest addition to the lithium line. In August of 2004, shoppers will be able to purchase the new Energizer® e^{2}® Lithium AAA batteries to power their small, compact devices. They will be the world's longest-lasting AAA battery in high-tech devices and share the other performance benefits of AA lithium. They are light weight and work well in extreme temperatures. They are also specially constructed to prevent the possibility of leakage.

The new batteries last 5x longer* in digital cameras vs. ordinary alkaline and provide superior performance in all high-tech devices. For the consumer that means 5 hours more music in a MP3 player. They will also last 5 hours longer in PDA's and provide 160 hours more paging messages. In flash units, a consumer can expect 400 more flashes. (*Results may vary by camera.)

The new *Energizer* e^2 Lithium AAA meets an emerging need in the market place as devices get smaller and more compact.

Energizer® Rechargeable Batteries

Since the introduction of nickel metal hydride (NiMH) rechargeable batteries, shoppers have discovered their superior performance in high-tech devices, including digital cameras.

Energizer is again upgrading the capacity of its AA cells to 2300 mAh making them the most powerful *Energizer Rechargeable* AA battery ever. The higher capacity means longer life per charge while still being able to recharge hundreds of times. Consumers can take 1000's of pictures over the life of the batteries.

Energizer Rechargeable batteries are the perfect answer for performance-seeking consumers who are looking for an economical solution for their high-tech devices. In fact, an InfoTrends Research Group study indicates that 24 percent of digital camera purchasers also have a NiMH in their shopping cart.

Energizer also just introduced a 30-minute charger that will charge four AA's or four AAA's at a time which is what most high-drain devices require. This is the fastest way to charge four batteries. The Energizer 30-minute charger comes packed with four AA batteries and is now available at a suggested retail price of $29.99.

-more-

Energizer e^2 Lithium
Add two

Energizer® $e^{2®}$ Titanium Technology™ and Advanced Cell Construction

Energizer has made further power improvements on their high performance *Energizer e^2* AA batteries. Engineered specifically to meet the needs of high-drain devices, the latest round of enhancements means that the *Energizer e^2* AA batteries lasts 10% longer in high-drain devices than they did previously. (Average of industry-recognized high-tech tests). That means up to 30 more minutes in CD players and electronic games and up to 50 more flashes with your point-n-shoot cameras.

# # #

FOR IMMEDIATE RELEASE

For more information, contact:
Jackie Burwitz: 314-985-2169
Harriet Blickenstaff: 314-995-3939 x103

ENERGIZER INTRODUCES WORLD'S FIRST AAA LITHIUM BATTERY

ST. LOUIS, MO—January 7, 2004—Energizer today unveiled its Energizer® e²® Lithium AAA battery, adding to its exclusive line of lithium 1.5 volt cells. It also announced performance improvements to its AA lithium line, now lasting up to 7x longer in digital cameras.* These two announcements put Energizer at the forefront of round cell lithium technology. And better yet, they arm consumers with the world's longest-lasting AA* and AAA batteries in high-tech devices at a time when the use of digital cameras, electronic games, PDA's, audio players and other high-tech devices is exploding. (*vs ordinary alkaline, proposed ANSI test. Results may vary by camera.)

The new *Energizer e²* Lithium AAA batteries are now the world's longest-lasting AAA batteries in high-tech devices providing more memories, more songs and more messaging than any other battery available. For the consumer, for example, that can mean 160 more hours of paging messages or 400 more flashes. The product is built on the lithium technology Energizer pioneered in 1992. Energizer remains the only battery manufacturer to harness the power of lithium in a 1.5 volt cell.

"As today's high-tech handhelds like digital cameras and MP3 players get faster computing chips and higher-speed digital processing, their thirst for battery power goes through the roof. Energizer recognizes this, and has been extremely aggressive in providing high performance batteries to meet these demands," says Corey Greenberg, NBC Today Show's Tech Editor.

According to ACNielsen Panel Data (June 2003), the dollar sales of lithium AA batteries grew 25 percent versus a year ago and is helping to drive growth in the battery category.

In addition to the power advantages, *Energizer e²* Lithium batteries are lightweight, 33 percent lighter than an alkaline battery. They operate well in extreme temperatures. In conditions where alkaline batteries would fail, lithium continues to operate in temperatures ranging from -40 degrees F to 140 degrees F. The batteries have a 15-year shelf life. The *Energizer e²* Lithium AA and AAA batteries come in recloseable packaging for convenient storage and travel. The new AAA battery will be available later in 2004 just in time for the holidays when picture taking is at its highest and shoppers are selecting high-tech gadgets.

# # #

FOR IMMEDIATE RELEASE

For more information contact:
Jackie Burwitz: 314-985-2169
Harriet Blickenstaff: 314-995-3939 x103

NEW ENERGIZONE™ DISPLAY UNITS HELP CONSUMERS FIND RIGHT BATTERY, RIGHT NOW™

ST.LOUIS, MO—January 7, 2004—Energizer today unveiled its new EnergiZone™ merchandising units, continuing to lead the charge behind high-performance batteries. The display unit is intended to help shoppers find the batteries they need to power their high-tech devices. It will house the complete portfolio of Energizer Performance Brands™ including Energizer® e²® Titanium batteries, Energizer® e²® Lithium batteries and Energizer® Rechargeable batteries.

EnergiZone™—Right Battery, Right Now™—helps consumers meet their need for high-performance batteries and helps ensure that they purchase the right battery for the right device. The EnergiZone™ units carry information about each brand:

Energizer® e²® Titanium—Anytime, Any device™. They last longer in today's most demanding devices (vs. standard Energizer) and are great value for your high-tech devices.

Energizer® e²® Lithium—When It Has To Work™. They are the world's longest-lasting AA battery in high-tech devices lasting up to 7x longer in digital cameras.(*vs. ordinary alkaline, proposed ANSI test. Results vary by camera.)

Energizer® Rechargeable—When Rechargeable is Right™. They are an economical solution for power hungry devices. *Energizer®* Rechargeable batteries power 1000's of pictures in digital cameras and can be recharged 100's of times.

For the consumer, the higher cost of these performance brands represents higher risk for purchases, so they are looking for help to determine which is the right battery for their need. They are willing to pay more if they know they are getting more performance.

With the growth of high performance batteries, the time was right to introduce merchandising that focused on the power needs of high-tech devices. According to ACNeilsen Panel Data (52 week, June 2003), high performance batteries are helping fuel category results. *Energizer® e² ®* Lithium AA dollar sales were up 25 percent versus a year ago. *Energizer®* Rechargeable AA dollar sales were up 43 percent versus a year ago.

-more-

The unit carries an image of the popular Energizer Bunny® which consumers say attracts them to the display. Focus groups also revealed that consumers liked the product information and pricing relativity to help them buy the right battery. The listed benefits helped guide them in their purchase of premium products.

The EnergiZone merchandising program also includes a sidekick option. Both the floor display and sidekick provide product mixes that encourage trial among new shoppers or growth with established users. The displays give an additional home to performance batteries, the fastest growing segment of the category where Energizer has a full portfolio of offerings.

# # #

FOR IMMEDIATE RELEASE

For more information, contact:
Jackie Burwitz: 314-985-2169
Harriet Blickenstaff: 314-995-3939 x103

ENERGIZER® MAX® KEEPS GOING AS A LEADER IN BATTERY CATEGORY

ST.LOUIS, MO—January 7, 2004—Energizer® Max®, the flagship brand of Energizer Battery Inc., continues its role as a primary player in the battery category. A favorite brand for Mom's with kids, *Energizer Max* provides long-lasting power families can depend on in everyday devices including radios, flashlights, toys, smoke alarms and remote controls.

Most households identify with the brand through its breakthrough advertising and popular icon, the Energizer Bunny®. The current campaign, "Do You Have the Bunny Inside?" indexes well above industry advertising norms as measured by Ipsos-ASI Copy Effect Index® (CEI) which combines recall and persuasion scores for a net commercial effect and in-market sales impact. The most recent spot, where a high school marching band member comes to the rescue of a damsel in battery distress, delivers a CEI score of 281 compared to an average index of 70-130 for all ads tested. The *Energizer Bunny* will soon enter its 15th year as the brand's symbol of longevity and perseverance. It has been named by *Ad Age* as one of the top ten advertising icons of all time.

Recognizing the growth in the U.S. Hispanic population, Energizer is also airing three new Spanish language television ads produced by GrupoGallegos advertising of Long Beach, CA. Given 65 percent of Hispanic households have children under the age of 18, reintroducing the brand to the U.S. Hispanic market was a natural fit for the family-friendly brand. The three new spots, *Que el Ritmo no Pare* (The rhythm doesn't stop), Beach and Gameboy use engaging and charming stories to demonstrate why *Energizer Max* is the best choice for their family. All three commercials are airing across Spanish language television including *Telemundo, Univision* and *Fox Sports*.

In addition to television advertising efforts, this spring *Energizer Max* will leverage its category exclusive partnerships. With Disney's "Home on the Range" or any other Touchstone release shoppers can get free movie tickets with the purchase of two *Energizer Max* multi-packs. This offer will be available on tear-pads at special displays.

Energizer is also participating in Upromise, a college savings program. When shoppers buy *Energizer* brand Batteries at a participating Upromise store, they will receive a

-more-

contribution to their college account. According to Upromise, they are the largest non-governmental source of college funding in America. By the end of last year, more than 5 million consumers were expected to sign up to participate in the Upromise program. Energizer is the only battery company participating in the program and offers yet another incentive for families with children to choose *Energizer Max*.

# # #

FOR IMMEDIATE RELEASE

For more information, contact:
Jackie Burwitz: 314-985-2169
Harriet Blickenstaff: 314-995-3939 x103

**ENERGIZER ENHANCES PERFORMANCE BRANDS;
GIVES SHOPPERS MORE OF WHAT THEY WANT—POWER**

ST. LOUIS, MO—January 7, 2004—The number of high-tech and digital devices is exploding. Energizer is well-poised to power that explosion with the latest improvements and additions to its Energizer Performance Brands™. The company used the Consumer Electronics Show (CES) as a backdrop to unveil its enhanced portfolio.

The company announced the addition of the Energizer® e²® Lithium AAA battery and improvements to its Energizer® e²® Lithium AA and Energizer® Rechargeable lines. Energizer® e²® Titanium Technology™ and advanced cell construction batteries have also recently rolled out power improvements. These enhancements mean that Energizer offers the most extensive line of products engineered specifically for high-drain devices.

Energizer e² Lithium

Energizer is the exclusive manufacturer of 1.5 lithium AA and AAA batteries. The new *Energizer e²* Lithium AAA batteries are now the world's longest-lasting AAA battery in high-drain devices providing more memories, more songs and more messaging than any other battery available. For the consumer, for example, that can mean 160 hours more paging messages or 400 more flashes. The product is built on the lithium technology Energizer pioneered in 1992.

With devices like MP3 players showing strong growth, consumers will be seeking batteries that can keep up with the power demands of these devices. The new *Energizer e²* Lithium AAA will provide 5 times more power than ordinary alkaline batteries.

Energizer e² Lithium AA batteries have just been improved and now last 7x longer in digital cameras.* It is the world's longest-lasting AA battery* and well poised to expand with the growth of digital cameras. By 2008, according to InfoTrends Research Group, Inc., 75 percent of all households will own a digital camera; that is up from 30 percent in 2003. (*vs. ordinary alkaline, proposed ANSI test. Results vary by camera.)

-more-

In addition to the power advantages, Energizer® e²® Lithium batteries are lightweight and operate well in extreme temperatures. In conditions where alkaline batteries would fail, lithium continues to operate in temperatures ranging from -40 degrees F to 140 degrees F. The batteries have a 15-year shelf life. The *Energizer e²* Lithium AAA and AA batteries come in recloseable packaging for convenient storage and travel.

Energizer® Rechargeable Batteries

Energizer continues to bring innovation to this fast-growing category. It recently introduced a 30-minute charger that will charge any four AA or AAA rechargeable batteries in 30 minutes. In addition, Energizer just announced a 2300 mAh AA battery, its highest-capacity NiMH battery ever.

Energizer Rechargeable batteries are an economical power solution for power-hungry high-tech devices. They can take 1000's of pictures in a digital camera and can be recharged hundreds of times. The batteries come in a recloseable pack for storage and portability.

Energizer Rechargeable NiMH batteries are ideal for wide range high-drain devices like digital cameras, MP3 players, DVD players and handheld games.

Energizer® e²® Titanium Technology™ and advanced cell construction

Energizer announced a 10 percent power improvement to the *Energizer e²* Titanium AA batteries in August. Engineered specifically to meet the needs of high-drain devices, the latest round of enhancements makes it longer lasting in today's most demanding devices. That means that the *Energizer e²* AA batteries lasts up to 30 more minutes in CD players and electronic games and provides up to 50 more flashes with a point-n-shoot camera.

EnergiZone™

Energizer Performance Brands™ will now have a special home, with the introduction of the EnergiZone™ merchandising units. The display unit is intended to help shoppers find the batteries they need to power their high-tech devices. EnergiZone—Right Battery, Right Now™—helps consumers meet their need for high performance batteries and helps ensure that they make the right purchase.

The EnergiZone™ units carry information about each brand to help in making a selection. For shoppers, the higher cost of these performance brands represents higher risk for purchases. They are looking for help to determine which is the right battery for their need. They are willing to pay more if they know they are getting more performance.

Energizer Portfolio
Add two

The unit carries an image of the popular Energizer Bunny® which shoppers say attract them to the display. Focus groups also revealed that consumers liked the product information and pricing relativity to help them buy what is right for their need. The listed benefits helped guide them in their purchase of premium products. The displays give an additional home to performance batteries, the fastest growing segment of the category where Energizer has a full portfolio of offerings.

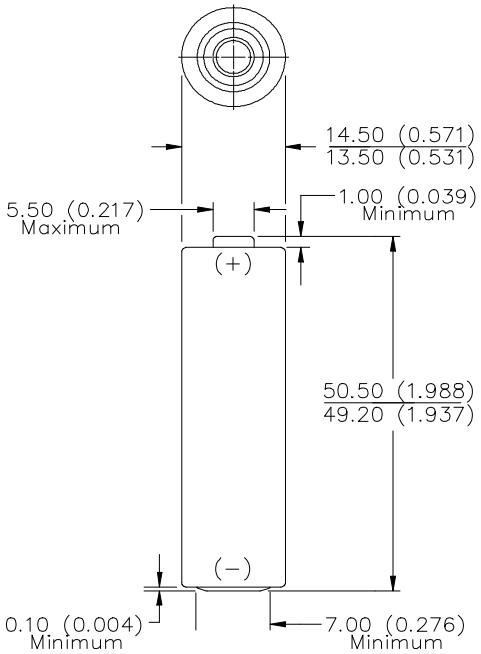
# # #

EVEREADY BATTERY CO.
Internet: www.energizer.com
1-800-383-7323 / USA
1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

ENERGIZER NO. X91

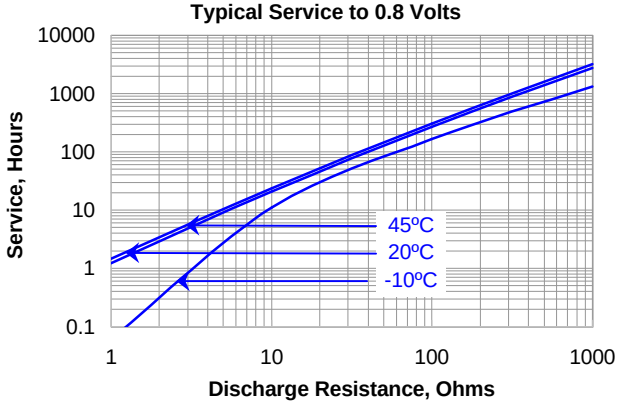
AA

Industry Standard Dimensions in mm (inches)

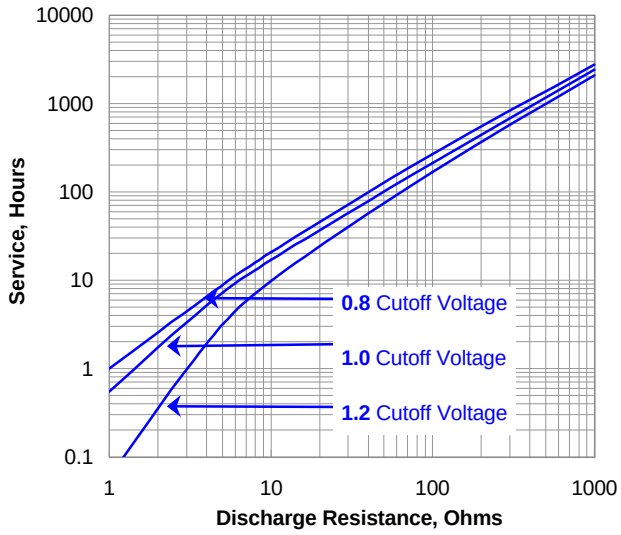


Chemical System:	Alkaline Zinc-Manganese Dioxide (Zn/MnO_2) *(No Added Mercury or Cadmium)*
Designation:	ANSI-15A, IEC-LR6
Battery Voltage:	1.5 Volts
Internal Resistance:	127 Milliohms (Fresh)
Operating Temp:	-18ºC to 55ºC (0ºF to 130ºF)
Average Capacity:	3,135 mAh (to 0.8 volts) (Rated capacity at 25 mA continuous drain.)
Average Weight:	23.0 grams (0.8 oz.)
Volume:	8.1 cubic centimeters (0.5 cubic inch)
Cell:	One No. X3-315 (size 'AA')
Jacket:	Plastic Label
Shelf Life:	7 years (80% of rated capacity)

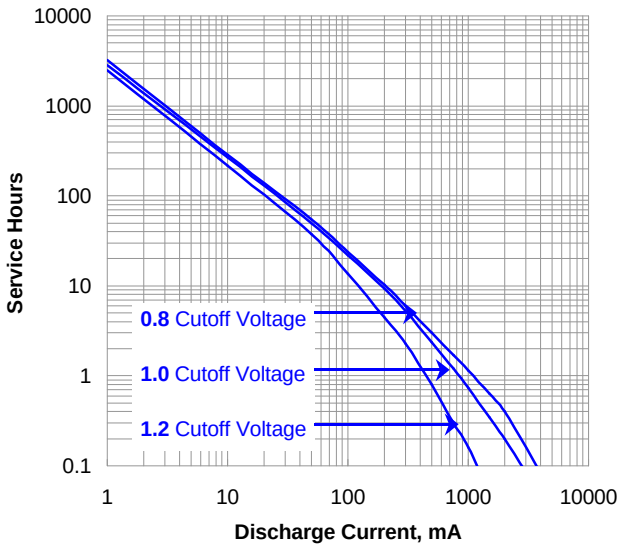
TEMPERATURE EFFECTS
Typical Service to 0.8 Volts



CONSTANT RESISTANCE PERFORMANCE
Typical Service



CONSTANT CURRENT DISCHARGE
Typical Service

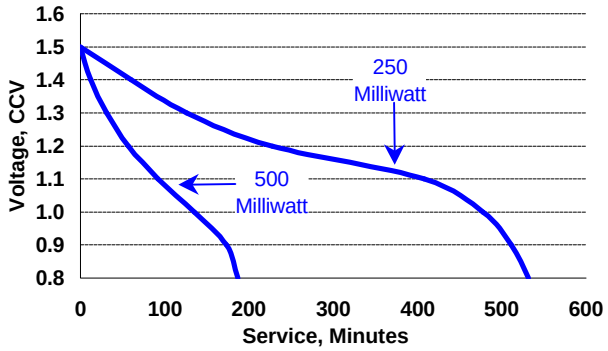


Important Notice

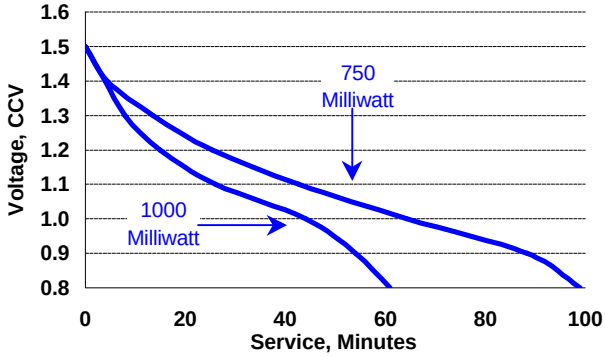
This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. - All rights reserved

ENERGIZER NO. X91

CONSTANT POWER DISCHARGE
Typical Service

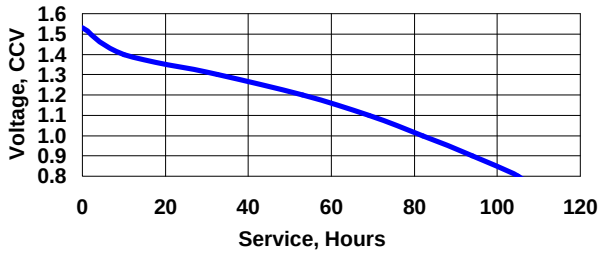


CONSTANT POWER DISCHARGE
Typical Service

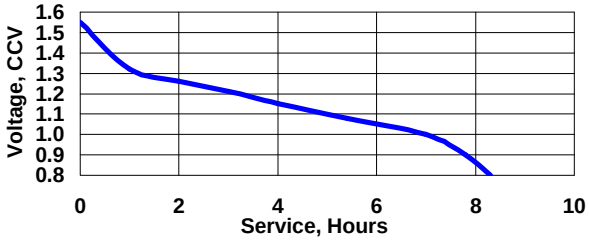


ANSI - IEC Industry Standard Tests @ 20º C

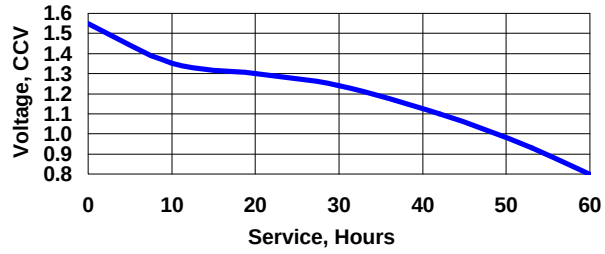
RADIO
43 ohm - 4 hours/day



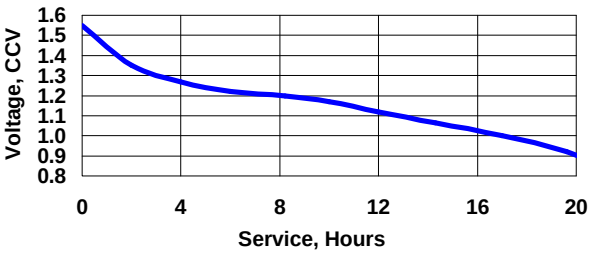
TOY
3.9 ohm - 1 hr/day



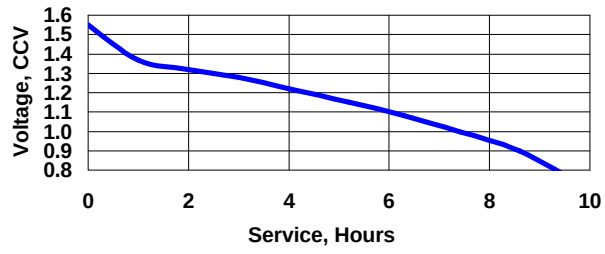
REMOTE
24 ohm - 15 spm - 8 hr/day



TAPE PLAYER
10 ohm - 1 hr/day

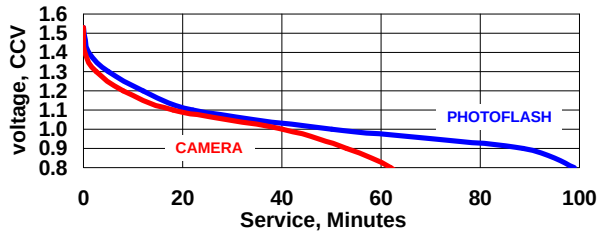


CD / MD / ELEC GAME
250 mA - 1 hr/day



DIGITAL CAMERA
1000 mA-Cont

PHOTOFLASH
1000 m10sec/min
1 hr/day



Important Notice

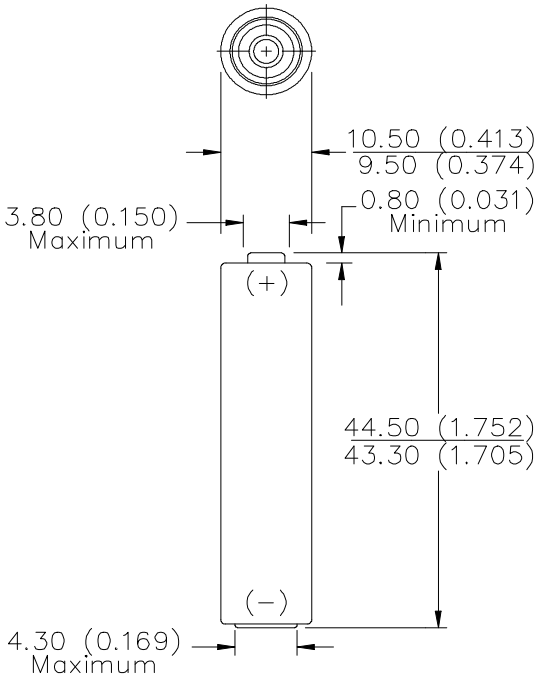
This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. - All rights reserved

EVEREADY BATTERY CO.
Internet: www.energizer.com
1-800-383-7323 / USA
1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

ENERGIZER NO. X92

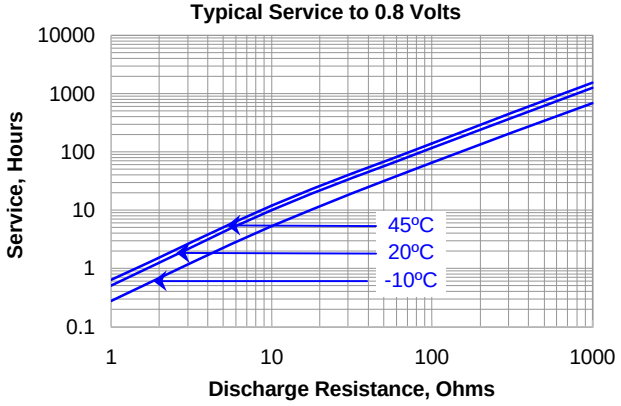
AAA

Industry Standard Dimensions in mm (inches)

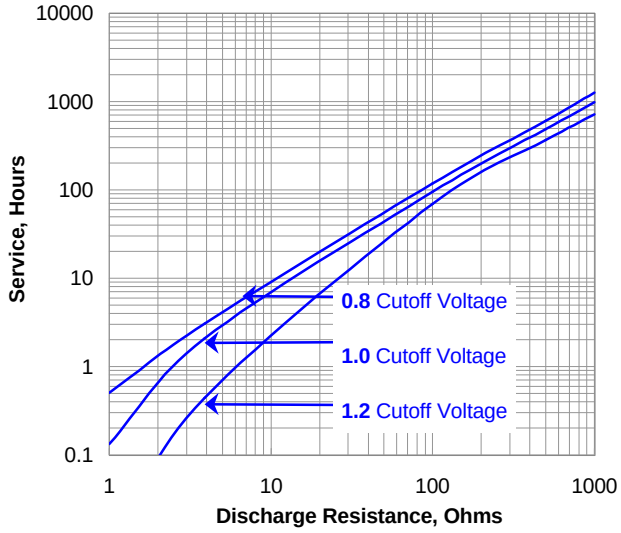


Chemical System:	Alkaline Zinc-Manganese Dioxide (Zn/MnO_2) *(No Added Mercury or Cadmiun)*
Designation:	ANSI-24A, IEC-LR03
Battery Voltage:	1.5 Volts
Internal Resistance:	156 Milliohms (Fresh)
Operating Temp:	-18ºC to 55ºC (0ºF to 130ºF)
Average Capacity:	1,375 mAh (to 0.8 volts) (Rated capacity at 25 mA continuous drain.)
Average Weight:	11.5 grams (0.4 oz.)
Volume:	3.8 cubic centimeters (0.2 cubic inch)
Cell:	One No. X3-312 (size 'AAA')
Jacket:	Plastic Label
Shelf Life:	7 years (80% of rated capacity)

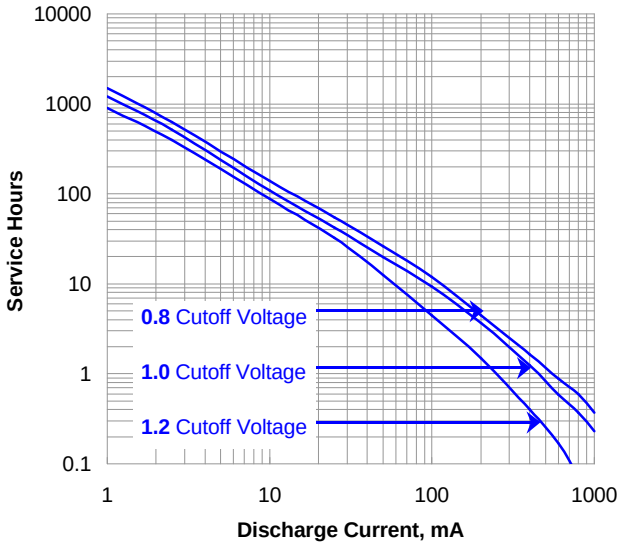
TEMPERATURE EFFECTS
Typical Service to 0.8 Volts



CONSTANT RESISTANCE PERFORMANCE
Typical Service



CONSTANT CURRENT DISCHARGE
Typical Service



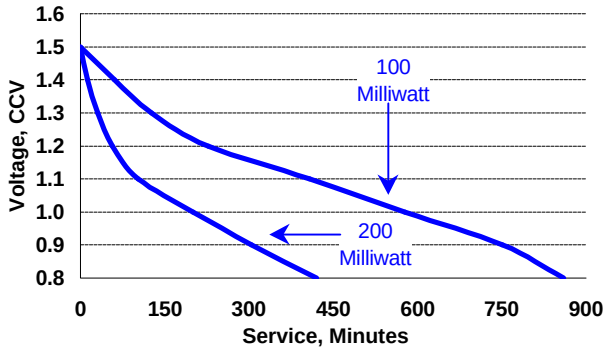
Important Notice

This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. - All rights reserved

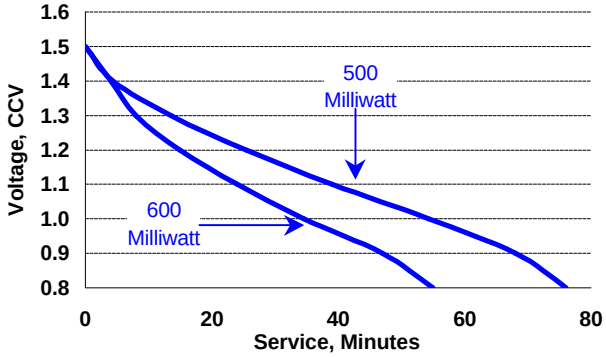
EVEREADY BATTERY CO.
Internet: www.energizer.com

ENERGIZER NO. X92

CONSTANT POWER DISCHARGE
Typical Service

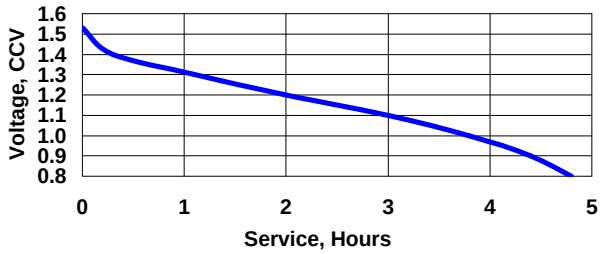


CONSTANT POWER DISCHARGE
Typical Service

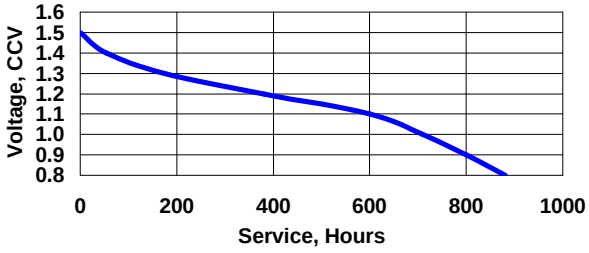


ANSI - IEC Industry Standard Tests @ 20º C

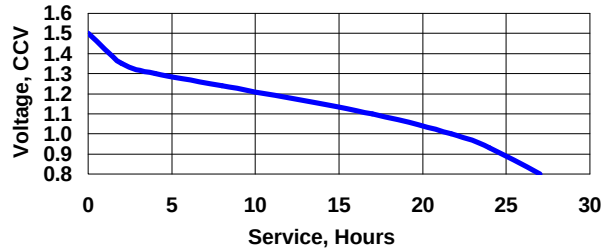
LIGHTING
5.1 ohm - 4 min/hr 8 hr/day



PAGER
1.2/120 mA - 10 sec/hr 24 hrs

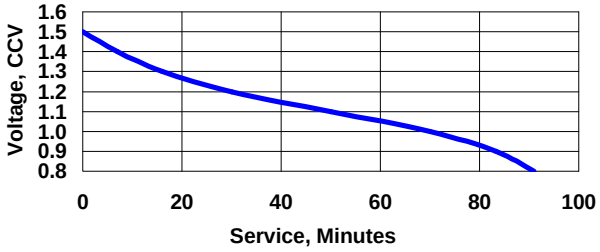


REMOTE
24 ohm - 15 spm - 8 hr/day



TAPE - ELECTRONIC GAMES
10 ohm - 1 hr/day

PHOTOFLASH
600 mA - 10 sec/min 1 hr/day



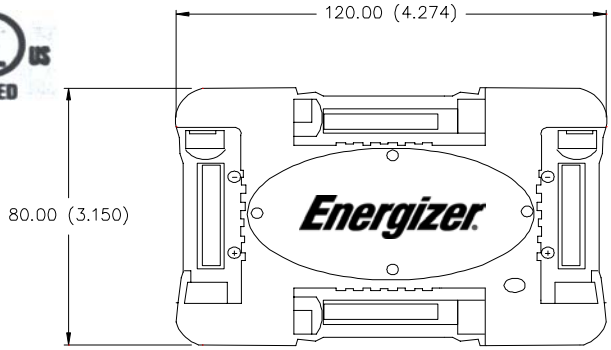
Important Notice

This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. - All rights reserved

EVEREADY BATTERY CO.
Internet: www.energizer.com
1-800-383-7323 / USA
1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

ENERGIZER NO. CH30MN

Battery Charger



Dimensions in mm (inches)

CAUTION: Batteries may become hot to touch while charging.

Features:

1. Charges one to four AA or AAA NiMH size batteries in 30 minutes. (up to 1850 mAh)
2. "Smart Charger" - Individually monitors cell condition and terminates charging current when charged.
3. Includes "Trickle Charge" - Low rate charge to retain charge level that would otherwise be lost due to self-discharge and storage.
4. Illuminated LED monitoring lights.
5. Ideal for high drain applications.
6. DC input 11-16V, 3A (AC Adapter included)

Product Detail:

Designation: Hi-Energy Battery Charger
Color: Silver
Charge Capability: One to Four "AA" NiMH Batteries
One to Four "AAA" NiMH Batteries
AA - Up to 2100 mAh
AAA - Up to 750 mAh
Charging Current: "AA" (1-4 cells) 4 Amps
"AAA" (1-4 cells) 1.5 Amps
Trickle Charge: "AA" - 50 mA
"AAA" - 50 mA
Charging Time: 1/2 Hour (up to 1850 mAh)
Typical Weight: 140.8 grams (5.0 oz.) Without AC Adapter
Dimensions (mm): 120.0 x 35.0 x 80.0

Note: This charger is not intended for use by young children or infirm persons without supervision. Young children should be supervised to ensure they do not play with the charger.

Charging Instructions:

This charger must **NOT** be used for Alkaline Carbon Zinc, Lithium, NiCd or other kinds of batteries not specified on this charger. Do not charge batteries with different capacities. For best results, charge batteries 24 hours before first use.

1. Plug the DC output plug of the adapter into the DC input jack of the charger.
2. Plug the adapter into a standard AC outlet and then the GREEN (POWER ON) LED should light.
3. Place 1-4 batteries into the battery compartment according to the polarity symbols (+ and -) marked inside each bay. **Note:** each channel has its own RED LED indicator that lights when the battery in that channel is charging. When charging is complete, the RED LED turns off. A flashing RED LED indicates a bad battery or channel.
4. When the RED LED indicator turns off, the battery in that channel is charged. When all batteries are charged, unplug the adapter from the outlet and remove batteries.

Note: Charger and batteries may be left plugged in t outlet to maintain charge. It is normal for the batteries to be warm while charging.

Important Safety Instructions:

1. To reduce risk of injury, only charge NiMH rechargeable batteries with charger.
2. Do not charge batteries with different capacities.
3. For indoor use only. Do not expose to rain, snow, pr excessive moisture.
4. Never use an extension cord or any attachment not approved by Energizer.
5. Do not operate charger if it has been subjected to shock or damage. Take to qualified serviceman for repair.
6. Do not disassemble the charger.
7. Always unplug the charger from outlet before attempting maintenance or cleaning. Turning off controls will not reduce the risk of electrical shock.
8. Never alter the plug provided. Improper connection can result in a risk of electric shock.
9. Never use as a power source for electrical equipment.

Important Notice

This data sheet contains information specific to battery chargers manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

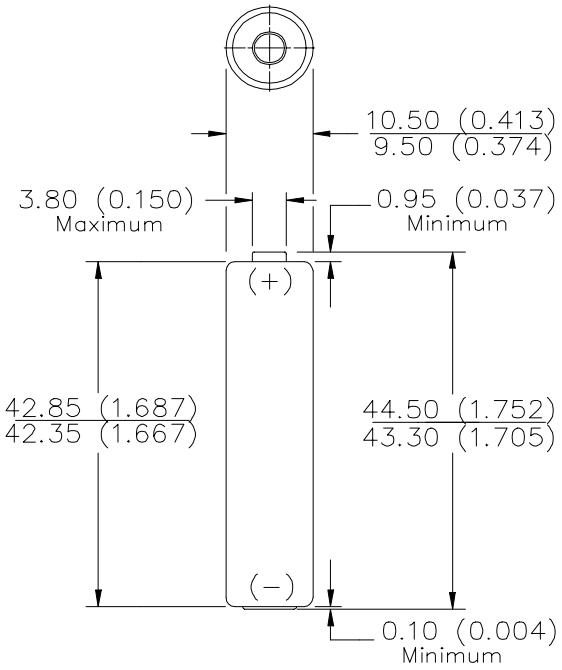
EVEREADY BATTERY CO. 1-800-383-7323 / USA
Internet: www.energizer.com 1-800-383-7323 / CANADA

ENERGIZER NO. L92

Product Availability: Fall 2004

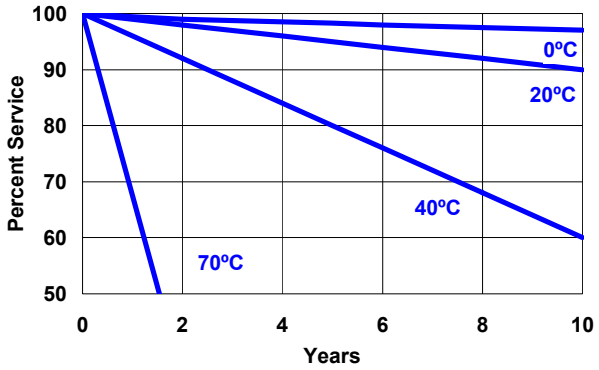
AAA

Industrial Standard Dimensions in mm (inches)



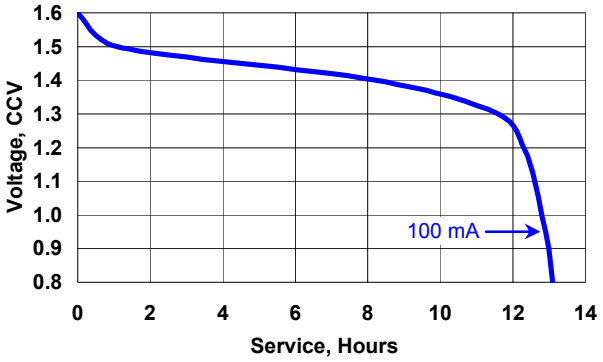
Chemical System:	Lithium Lithium/Iron Disulfide ($LiFeS_2$)
Designation:	ANSI / NEDA-24LF, IEC-FR03
Battery Voltage:	1.5 Volts
Average Weight:	7.8 grams (0.3 oz.)
Volume:	3.8 cubic centimeters (0.2 cubic inch)
Storage Temp:	-40ºC to 60ºC (-40ºF to 140ºF)
Operating Temp:	-40ºC to 60ºC (-40ºF to 140ºF)
Lithium Content:	Approximately 0.5 grams per cell
Jacket:	Non-magnetic Plastic Label
Transportation:	Meets requirements of 49CFR 173.185 (b) and IATA special provisions A45.
Shelf Life:	15 years

Typical Temperature Effects on Batteries
Typical Percent Service Maintenance

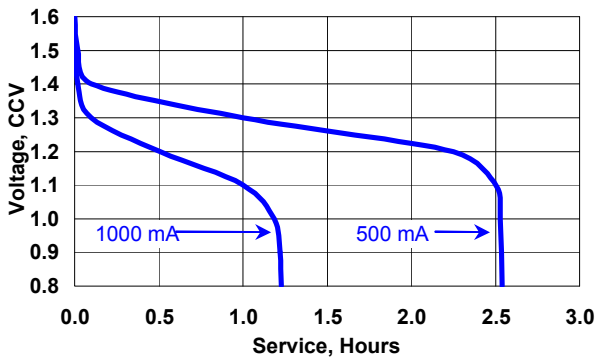


Typical Constant Battery Service @21ºC

CONSTANT CURRENT DISCHARGE
100 mA Continuous Drain



CONSTANT CURRENT DISCHARGE
500 and 1000 mA Continuous Drain



Important Notice

This data sheet contains information specific to batteries manufactured at the time of its publication.

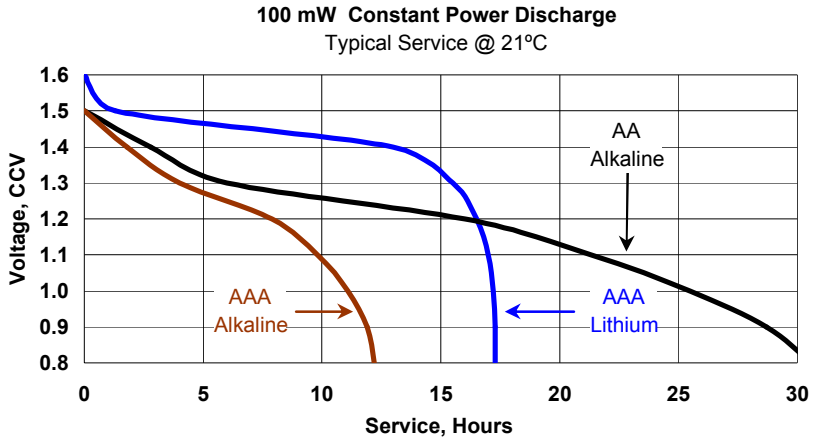
Contents herein are not an offer for sale.

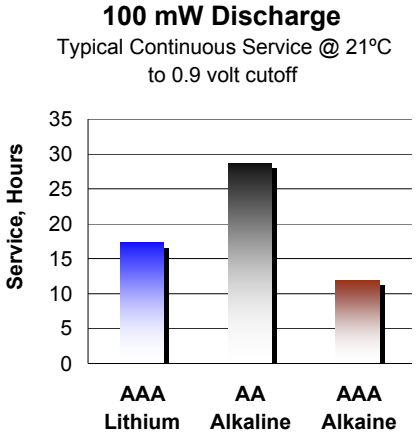
Eveready Confidential - Not to copied or distributed without written consent from Energizer
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

EVEREADY BATTERY CO. 1-800-383-7323 / USA
Internet: www.energizer.com 1-800-383-7323 / CANADA

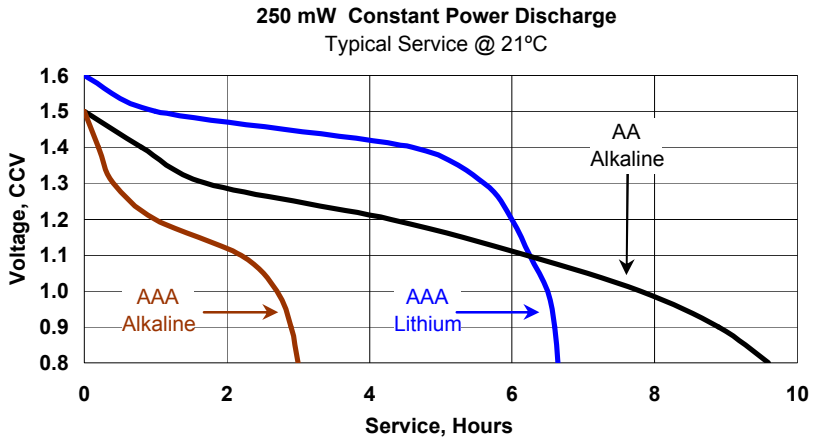
ENERGIZER NO. L92 AAA LITHIUM - ALKALINE PERFORMANCE COMPARISON

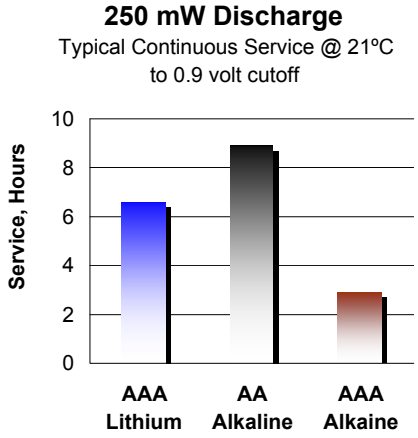
100 mW - Typical MP3 Application



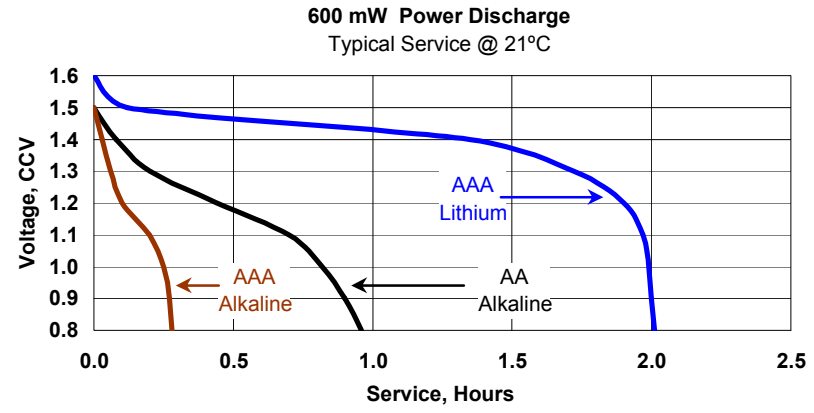


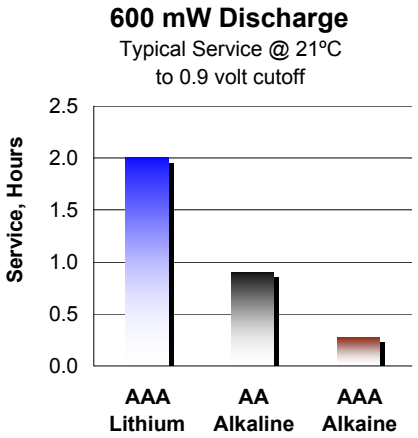
250 mW - Typical CD Player Application





600 mW - Typical DSC Application





Important Notice

This data sheet contains information specific to batteries manufactured at the time of its publication.

Contents herein are not an offer for sale.

Eveready Confidential - Not to copied or distributed without written consent from Energizer
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

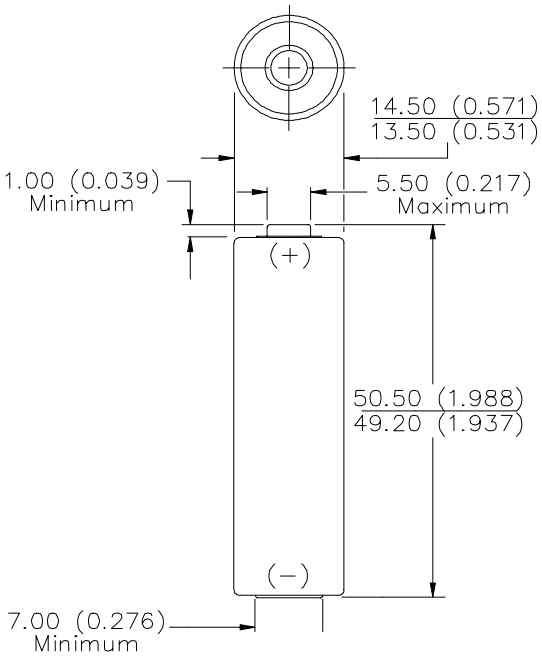
ENGINEERING DATASHEET

EVEREADY BATTERY CO. 1-800-383-7323 / USA
Internet: www.energizer.com 1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

ENERGIZER NO. L91

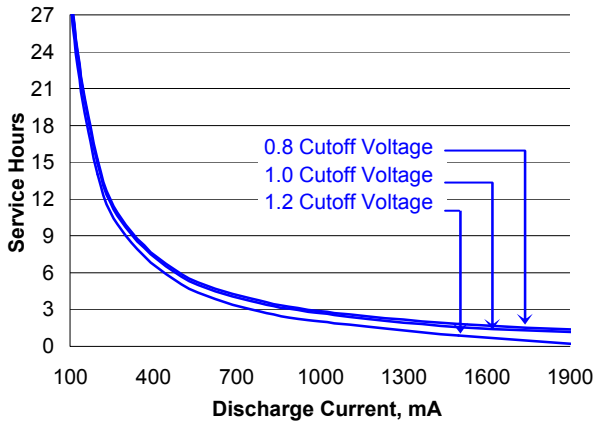
AA

Industry Standard Dimensions in mm (inches)

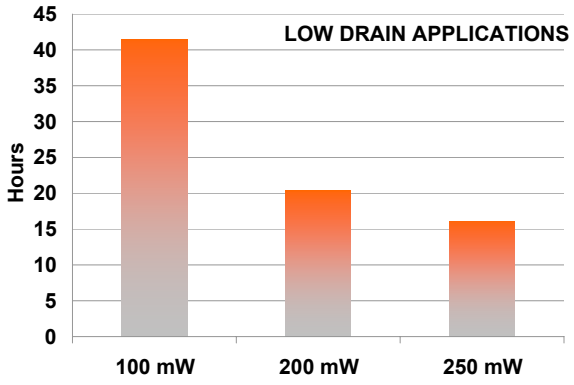


Chemical System:	Lithium Lithium/Iron Disulfide ($LiFeS_2$)
Designation:	ANSI / NEDA 15LF
Battery Voltage:	1.5 Volts
Average Weight:	14.5 grams (0.5 oz.)
Volume:	8.0 cubic centimeters (0.5 cubic inch)
Storage Temp:	-40ºC to 60ºC (-40ºF to 140ºF)
Operating Temp:	-40ºC to 60ºC (-40ºF to 140ºF)
Average Capacity:	2900 mAh (to 1.0 volts) (Rated capacity at 200 mA drain.)
Max Discharge:	2.0A Continuous
Lithium Content:	Less than 1 gram (0.04 oz.) per cell
Jacket:	Non-magnetic Plastic Label
Transportation:	Meets requirments of 49CFR 173.185 (b) and IATA special provisions A45.
Shelf Life:	15 years

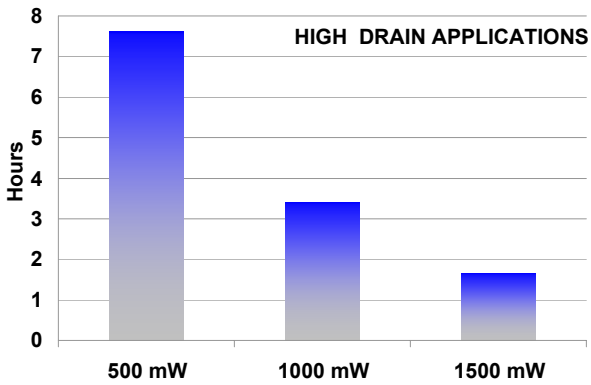
CONSTANT CURRENT DISCHARGE
Typical Service



CONSTANT POWER DISCHARGE
Continuous @ 20ºC to 0.9 volts



CONSTANT POWER DISCHARGE
Continuous @ 20ºC to 1.0 volts



Important Notice

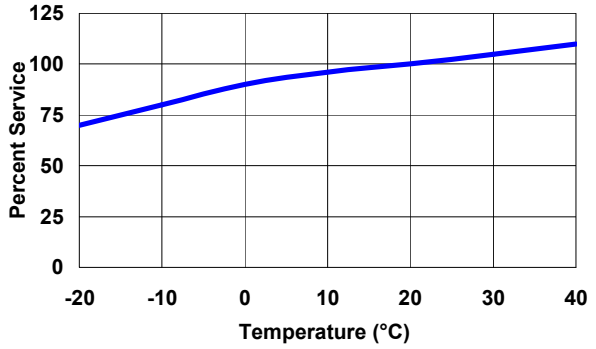
This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

EVEREADY BATTERY CO.
Internet: www.energizer.com

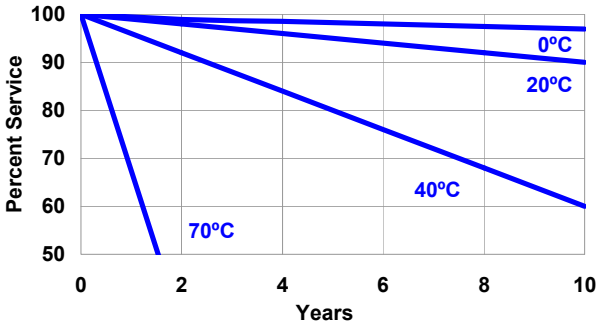
ENERGIZER NO. L91

Temperature Effects

Typical Percent Service

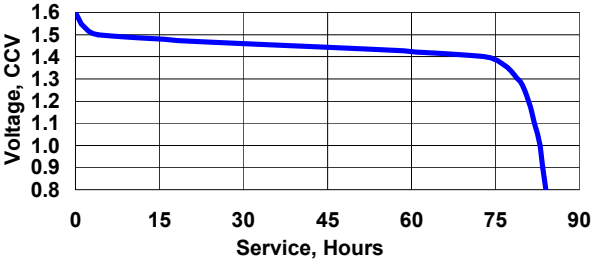


Projected Percent Service Maintenance



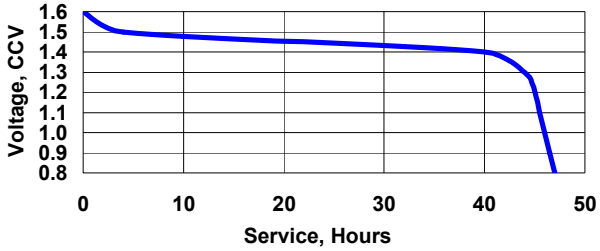
ANSI - IEC Industry Standard Tests @ 20º C

RADIO
43 ohm - 4 hours/day to 0.9V



TOY
3.9 ohm - 1 hr/day to 0.8V

REMOTE
24 ohm - 15 spm - 8 hr/day to 1.0V

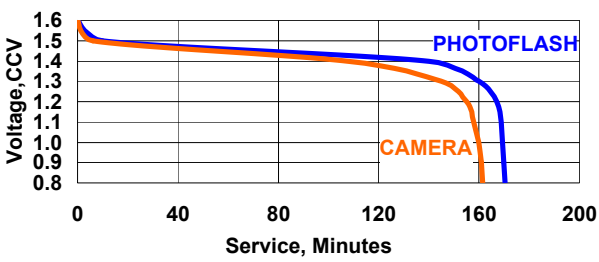


TAPE PLAYER
10 ohm - 1 hour/day to 0.9V

CD / MD / ELEC GAME
250 mA - 1 hr/day to 0.9V

DIGITAL CAMERA
1000 mA-Cont
to 1.0V

PHOTOFLASH
1000 mA10sec/min
1 hr/day to 0.9V



Important Notice

This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.

Copyright © Eveready Battery Co. Inc. - All Rights Reserved

EVEREADY BATTERY CO.
Internet: www.energizer.com
1-800-383-7323 / USA
1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

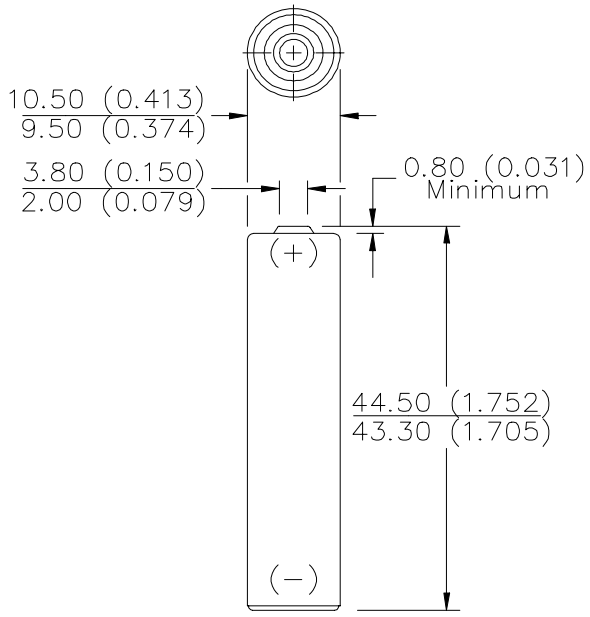
ENERGIZER NO. NH12

AAA

Description: Rechargeable 1.2V
Chemical System: Nickel-Metal Hydride (NiMH)

Designation: ANSI-1.2H1
Battery Voltage: 1.2 Volts
Average Capacity: 850 mAh (to 1.0 volts)
(Based on 170 mA (0.2C) discharge rate)
Average Weight: 12.0 grams (0.4 oz.)
Volume: 3.8 cubic centimeters (0.2 cubic inch)
Jacket: Plastic Label

Industry Standard Dimensions in mm (inches)



Internal Resistance

The internal resistance of the cell varies with state of charge, as follows:

Cell Charged	Cell 1/2 Discharged
100 milliohms	1200 milliohms

(tolerance of ±20% applies to above values)

AC Impedance (No Load)

The impedance of the charged cell varies with frequency, as follows:

Frequency (Hz)	Impedance (milliohms) (Charged Cell)
1000	35

Note: Above values based on AC current set at 1.0 ampere.
Value tolerances are ±20%

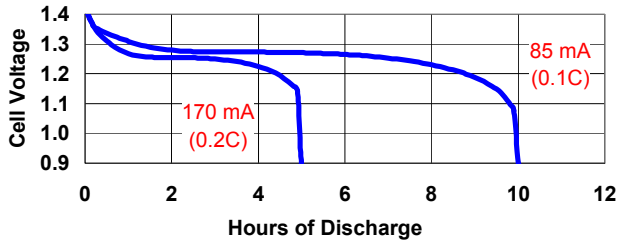
Operating and Storage Temperatures

Ranges of temperature applicable to operation of the NH12 cells are:

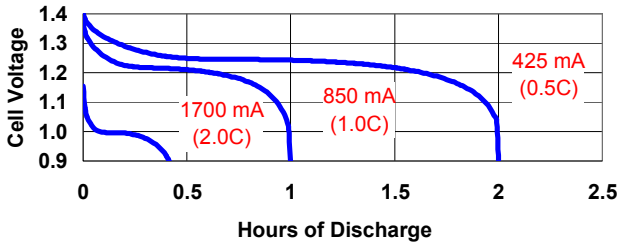
Charge @ 0.1C: 32ºF to 122ºF (0ºC to 50ºC)
Discharge @ 0.1C: – 4ºF to 122ºF (-20ºC to 50ºC)
Storage: – 40ºF to 122ºF (-40ºC to 50ºC)
(6 Months Max.)
– 4ºF to 95ºF (-20ºC to 35ºC)
(2 Years Max.)

Operating at extreme temperature will significantly affect service and cycle life.

TYPICAL DISCHARGE CHARACTERISTICS
Average Performance at 21ºC (70ºF)



TYPICAL DISCHARGE CHARACTERISTICS
Average Performance at 21ºC (70ºF)



Important Notice

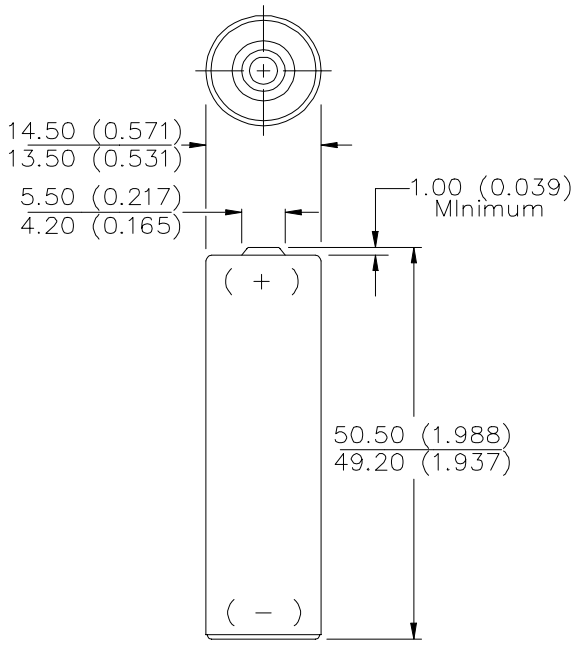
This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

EVEREADY BATTERY CO. 1-800-383-7323 / USA
Internet: www.energizer.com 1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

ENERGIZER NO. NH15

AA

Industry Standard Dimensions in mm (inches)



Description: Rechargeable 1.2V
Chemical System: Nickel-Metal Hydride (NiMH)

Designation: ANSI-1.2H2
Battery Voltage: 1.2 Volts
Average Capacity: 2300 mAh (to 1.0 volts)
(Based on 460 mA (0.2C) discharge rate)
Average Weight: 27.0 grams (1.0 oz.)
Volume: 8.3 cubic centimeters (0.5 cubic inch)
Jacket: Plastic Label

Internal Resistance

The internal resistance of the cell varies with state of charge, as follows:

Cell Charged	Cell 1/2 Discharged
30 milliohms	40 milliohms

(tolerance of ±20% applies to above values)

AC Impedance (No Load)

The impedance of the charged cell varies with frequency, as follows:

Frequency (Hz)	Impedance (milliohms) (Charged Cell)
1000	12

Note: Above values based on AC current set at 1.0 ampere.
Value tolerances are ±20%

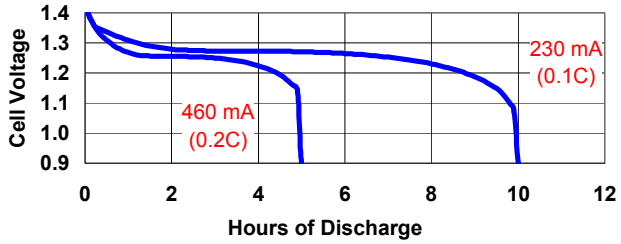
Operating and Storage Temperatures

Ranges of temperature applicable to operation of the NH15 cells are:

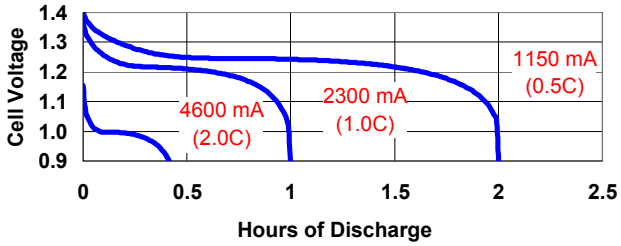
Charge @ 0.1C: 32ºF to 122ºF (0ºC to 50ºC)
Discharge @ 0.1C: – 4ºF to 122ºF (-20ºC to 50ºC)
Storage: – 40ºF to 122ºF (-40ºC to 50ºC)
(6 Months Max.)
– 4ºF to 95ºF (-20ºC to 35ºC)
(2 Years Max.)

Operating at extreme temperature will significantly effect service and cycle life.

TYPICAL DISCHARGE CHARACTERISTICS
Average Performance at 21ºC (70ºF)



TYPICAL DISCHARGE CHARACTERISTICS
Average Performance at 21ºC (70ºF)



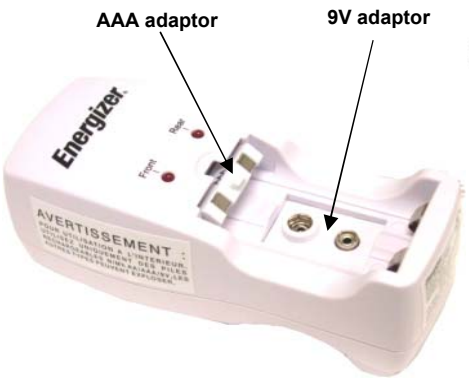
Important Notice

This data sheet contains information specific to batteries manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

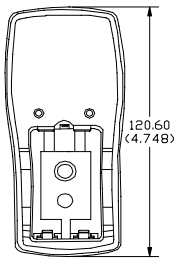
EVEREADY BATTERY CO.
Internet: www.energizer.com
1-800-383-7323 / USA
1-800-383-7323 / CANADA
+ 44 (0) 208 920 2306 / EUROPE

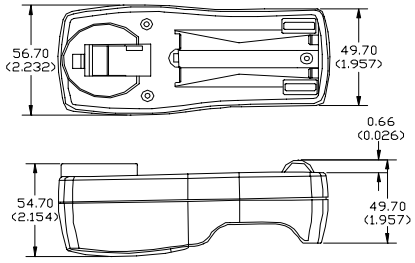
ENERGIZER NO. CHM39

Battery Charger



c UL us LISTED





Dimensions in mm (inches)

Features:

1. Digital camera power kit design.
2. Versatile and compact design.
3. Charges AA, AAA, and 9V NiMH batteries.
4. Includes "Trickle Charge" - Low rate charge to retain charge level that would otherwise be lost due to self-discharge and storage.
5. Illuminated LED's indicate charging.

Product Detail:

Designation: Hi-Energy Battery Charger

Color: White

Charge Capability: Two or Four "AA" NiMH Batteries
Two or Four "AAA" NiMH Batteries
One "9V" NiMH Batteries

Charging Output: 170 mA x 2(AA)
80 mA x 2(AAA)
23 mA x 1(9V)

Trickle Charge: 20 - 30 mA

Charging Time: 14 hours

Typical Weight: 222.0 grams (8.0 oz.)

Dimensions (mm): 120.60 x 54.70 x 56.70

Charging Instructions:

1. Charge two or four AA or AAA and one 9V NiMH batteries. AA and AAA Batteries are charged in pairs. When charging only two batteries use same bay.
2. AA- Raise holder tab to accept AA size batteries.
AAA - Lower holder tab to accept AAA size batteries.
9V - Raise holder tab to clearly accept 9V size batteries.
3. Lift the plug until it snaps into horizontal position and plug in standard AC outlet.
4. When the batteries are charging, the LED indicator will light. Left light is for the front bay and the right light is for the back bay. Lights go off when charging is done.
5. It is normal for the batteries to become warm when charging.
6. Charge rechargeable NiMH batteries only.

Important Safety Instructions:

For indoor use only. Never use an extension cord or attachment not recommended by Energizer. As this may result in fire, electrical shock or injury.

Do not operate charger if it has been subjected to shock or damage, and do not disassemble the charger. Always unplug the charger from outlet before attempting any maintenance or cleaning.

Never alter the plug provided, and do not use as a power source for any electrical equipment. This charger is not intended for use by young children or infirm persons without supervision.

Young children should be supervised to ensure they do not play with the charger.

Important Notice

This data sheet contains information specific to battery chargers manufactured at the time of its publication.
Contents herein do not constitute a warranty.
Copyright © Eveready Battery Co. Inc. - All Rights Reserved

Worldwide Headquarters
Jasc Software, Inc.
7905 Fuller Road
Eden Prairie, MN 55347-2137

Phone: [952] 934-8888
Fax: [952] 930-9172

Mailing Address
Jasc Software, Inc.
PO Box 44997
Eden Prairie, MN 55344-2697

World Wide Web Address
www.jasc.com

Jasc Software Fact Sheet

Jasc Software, Inc. is recognized as a global leader of digital photography and imaging software, providing the Paint Shop™ Family of products that is anchored by Paint Shop Pro and Paint Shop Photo Album. Jasc is focused on optimizing the digital photography and imaging experience for consumers and business professionals at all skill levels, offering a growth path from novice to seasoned professional. Jasc products are Windows-based and provide an affordable solution for PC users - - all backed by award-winning service and support. The Paint Shop Family includes:

Paint Shop™ Pro®: The most complete photo and graphics editor™
Paint Shop™ Photo Album™: Everything you need to enhance, organize, and share digital photos
Paint Shop™ Power Suite – Photo Edition: The ultimate software collection for digital photographers™
Paint Shop™ Xtras™ – Creative Edition 1 & 2: Ready-to-use artistic resources for use with Paint Shop Pro

Jasc History

Jasc Software was founded in 1991 by a commercial airline pilot with a background in computer science. He began developing graphic utilities and posting them on computer bulletin boards. As a result of receiving an overwhelming response and gathering valuable feedback from users to incorporated into new products, Jasc's flagship product, Paint Shop Pro was released. The company's formula for success hasn't changed over the years. Jasc is one of the few software companies to offer its software to the world for public beta testing. With over 40 million loyal customers globally, this allows the company to maintain an open line of communication with users and industry experts. Because of this close communication, Jasc incorporates user feedback to develop and enhance each product.

Awards

Jasc Software has been named to:

- Inc. 500
- Deloitte & Touche's Technology Fast 50
- Deloitte & Touche's Technology Fast 500

For more than 12 years, Jasc Software products have continued to receive industry recognition from experts including:

- American Photo Editor's Choice Award
- PC Magazine Reader's Choice
- Web Techniques Web Tools Reader's Choice Award
- PC World Class Award
- PC World Best Buy
- PC Photo Editor's Choice
- CNET Editors' Choice
- PC Magazine Program of the Year
- TIPA's Best Consumer Software
- Home Office Computing 100 Gold Award

Locations

Jasc Software is privately held and headquartered in Minneapolis, Minnesota, maintaining a global presence in over 30 countries worldwide through a network of master representatives. Jasc Software's products are translated into ten languages including: Dutch, French, German, Italian, Japanese, Korean, and Spanish.

###

MEDIA CONTACTS:

Gary Byrd
ThirdWire PR
831.440.2414 (phone)
831.439.5575 (fax)
gary.byrd@thirdwirepr.com

Karen Drost
Jasc Software, Inc.
952.294.2488 (phone)
952.937.1711 (fax)
kdrost@jasc.com

FOR IMMEDIATE RELEASE

Jasc Software Introduces Paint Shop Power Suite

New Suite Provides Everything to Get Professional Looking Photos

Eden Prairie, Minnesota (October 15, 2003) – Jasc Software, Inc. today unveiled Jasc® Paint Shop™ Power Suite – Photo Edition, the ultimate software collection for digital photographers. The new Paint Shop Power Suite – Photo Edition is designed to provide digital photographers an integrated solution with all the tools they need to produce professional results with power and ease.

The suite includes Jasc® Paint Shop™ Pro® 8, the most complete photo and graphics editor, Jasc® Paint Shop™ Photo Album™ 4, everything you need to enhance, organize, and share digital photos, Jasc® Paint Shop™ Xtras Creative Edition 1 & 2, ready-to-use artistic resources for use with Paint Shop Pro, and "Paint Shop Creations – Demystifying Digital Photography," a new book that provides readers with how-to's, tips, and over 250 full-color photos and illustrations to help customers get the most out of their digital photos.

With digital camera sales expected to surpass the sale of film cameras in 2003, according to a recent InfoTrends Research Group study, consumers and businesses are eager for a powerful and easy-to-use digital photography and imaging solution that is affordable.

"The shift to digital photography will be nearly complete by 2008 due to advancing consumer adoption of a wide range of consumer digital imaging solutions, including home photo printing, retail digital photofinishing services, online photo services, TV-based imaging products and services, and wireless imaging," said Michelle Slaughter, director of InfoTrends' Digital Photography Trends service. "As consumers' use of digital imaging increases, they need easy-to-use solutions for managing, editing, printing and creating projects with their digital photos. Jasc Paint Shop Power Suite is a comprehensive imaging software suite that could make consumers' experience with digital photos simpler and more enjoyable."

"Paint Shop Power Suite – Photo Edition is a giant leap forward for the digital photography industry," said Kris Tufto, president and CEO of Jasc Software. "For the first time anyone interested in digital photography can get everything they need to get started and create professional looking photos in one box, plus they are provided with a growth path regardless of their skill level."

The new suite is anchored by Jasc's flagship product, Paint Shop Pro 8, which combines automatic and precision

-more-

photo editing and graphic design tools with an integrated learning system to help users produce superior results. By introducing industry firsts that streamline workflow and simplify complicated photo and graphics techniques, Paint Shop Pro 8 makes powerful professional tools accessible to users of all skill-levels.

With a comprehensive set of photo editing and enhancement tools, powerful search functions, a flexible keyword organization system, and a host of sharing options, Paint Shop Photo Album 4 helps customers get started working with their photos. With a one-click Quick Fix tool that instantly corrects color, contrast and brightness, and Thinify™, a Jasc exclusive, which enhances the proportions of people in a photo giving a slimming effect, anyone can get outstanding photo results. Plus, Photo Album allows people to take advantage of two converging consumer electronic technologies: digital cameras and DVD players. With Photo Album users can create a Video CD slide show to watch on TV.

Paint Shop Power Suite – Photo Edition also introduces two new members to the Paint Shop Family, Paint Shop Xtras – Creative Edition 1 & 2. These sets of ready-to-use artistic resources that include Picture Tubes™, Preset Shapes, Masks, Selections, Patterns, and Textures provide users with hundreds of creative elements to add to their photo and graphics projects. Included in the Xtras Creative Edition are hundreds of popular Picture Tubes™. With these ready-made-art elements users can add flair to their photos and graphics with a click of the mouse. Also included with Xtras is an exclusive Jigsaw Puzzle selection. This selection will allow users to turn their photos into puzzles they can print, cut out, and then put back together.

The new suite is completed by "Paint Shop Creations – Demystifying Digital Photography," a new book written by veteran photographer Dave Huss. This book guides users through the basics of digital photography and uses Paint Shop Power Suite – Photo Edition to teach them how to get professional results from their photos.

Paint Shop Power Suite – Photo Edition includes:

- Jasc Paint Shop Pro 8
- Jasc Paint Shop Photo Album 4
- Jasc Paint Shop Xtras Creative Edition 1 & 2
- "Paint Shop Creations – Demystifying Digital Photography" book

Pricing and Availability

Paint Shop Power Suite – Photo Edition is available now on Jasc's Web site, **www.jasc.com**. Suggested retail price is USD $149.

About Jasc Software, Inc.

Jasc Software, Inc. is recognized as a global leader of digital photography and imaging software, providing the Paint Shop⊗ family of products that includes Paint Shop⊗ Pro⊇ and Paint Shop⊗ Photo Album⊗. Jasc is focused on optimizing the digital photography and imaging experience for consumers and business professionals at all skill levels, offering a growth path from novice to seasoned professional. Jasc products are Windows-based and provide PC users affordable digital imaging and photography software backed by award-winning service and support.

Jasc Software has been named to the Inc. 500, Deloitte & Touche's Technology Fast 50, and Deloitte & Touche's Technology Fast 500. Its products have won numerous awards including: American Photo Editor's Choice Award; PC Magazine Reader's Choice; Web Techniques Web Tools Reader's Choice Award; PC World Class Award; PC World Best Buy; PC Photo Editor's Choice; CNET Editors' Choice; PC Magazine Program of the Year; TIPA's Best Consumer Software; and Home Office Computing 100 Gold Award. For more information, Jasc Software can be reached at (800) 622-2793 or on the Web at www.jasc.com.

# # #

© 2003 Jasc Software, Inc. All other trademarks and registered trademarks are the sole property of their respective owners.

Worldwide Headquarters
Jasc Software, Inc.
7905 Fuller Road
Eden Prairie, MN 55347-2137

Phone: [952] 934-8888
Fax: [952] 930-9172

Mailing Address
Jasc Software, Inc.
PO Box 44997
Eden Prairie, MN 55344-2697

World Wide Web Address
www.jasc.com

MEDIA CONTACTS:

Karen Drost
Jasc Software, Inc.
952-294-2488 (Phone)
952-930-9172 (Fax)
kdrost@jasc.com

Gary Byrd
ThirdWire PR
831-440-2414 (Phone)
831-439-5575 (Fax)
gary.byrd@thirdwirepr.com

FOR IMMEDIATE RELEASE

Jasc® Paint Shop™ Pro® 8 'A Photographer's Dream' Voted Best Consumer Software

Eden Prairie, Minnesota (July 28, 2003) – Jasc Software, Inc. today announced that the Technical Image Press Association (TIPA) Jury has voted Paint Shop Pro 8, digital photography and imaging software, the Best Consumer Software 2003/2004.

Paint Shop Pro 8 combines automatic and precision photo editing and graphic design tools with an integrated learning system to help users produce superior results. By introducing industry firsts that streamline workflow and simplify complicated photo and graphics techniques, Paint Shop Pro 8 makes powerful professional tools accessible to users of all skill-levels.

To win the TIPA award a photo, video or digital product has to be the best in its categories, be user friendly and offer smart solutions, and a good price-value rate. TIPA awards are voted on by a jury of editors from 31 independently published magazines in 12 countries. TIPA editors judge software on quality, performance and value criteria that are important to end-users.

"Paint Shop Pro 8 is a major upgrade of this popular image editing software which brings it up to par with professional packages costing five to even ten times as much," The TIPA jury said. "Paint Shop Pro even offers some functions not found in those packages, such as easy correction of lens distortion. That makes Paint Shop Pro 8 a photographers dream, for a very affordable price indeed."

"TIPA is respected as Europe’s largest independent organization for photo imaging magazines," Kris Tufto, President and CEO of Jasc Software, said. "Having such a prestigious group select Paint Shop Pro 8 as the Best Consumer Software validates our commitment to revolutionize the digital photography and imaging industry, by providing consumers and professionals with industry-leading photo editing and graphic design tools at an affordable price."

About Jasc Software, Inc.

Jasc Software, Inc. is recognized as a global leader of digital photography and imaging software, providing the Paint Shop⊗ family of products that includes Paint Shop⊗ Pro⊇ and Paint Shop⊗ Photo Album⊗. Jasc is focused on optimizing the digital photography and imaging experience for consumers and business professionals at all skill levels, offering a growth path from novice to seasoned professional. Jasc products are Windows-based and provide PC users affordable software backed by award-winning service and support.

- more -

Worldwide Headquarters
Jasc Software, Inc.
7905 Fuller Road
Eden Prairie, MN 55347-2137

Phone: [952] 934-8888
Fax: [952] 930-9172

Mailing Address
Jasc Software, Inc.
PO Box 44997
Eden Prairie, MN 55344-2697

World Wide Web Address
www.jasc.com

Jasc Software has been named to the Inc. 500, Deloitte & Touche's Technology Fast 50, and Deloitte & Touche's Technology Fast 500. Its products have won numerous awards including: American Photo Editor's Choice Award; PC Magazine Reader's Choice; Web Techniques Web Tools Reader's Choice Award; PC World Class Award; PC World Best Buy; PC Photo Editor's Choice; CNET Editors' Choice; PC Magazine Program of the Year; and Home Office Computing, and 100 Gold Award. For more information, Jasc Software can be reached at (800) 622-2793 or on the Web at www.jasc.com.

About TIPA

Technical Image Press Association (TIPA) was founded in 1991 as an independent non-profit publishers group, open to all independent photo and video magazines published in Europe. At present with 31 member magazines from 12 countries, TIPA is by far the largest photo and imaging publishers association in Europe. Once a year, the members of the Association meet to vote for the "Best Photo and Imaging Product in Europe".

# # #

© 2003 Jasc Software, Inc. All other trademarks and registered trademarks are the sole property of their respective owners.

Press Contact:

Don Wallis / mediaGear
(714) 564-7719 ext. 359

FOR IMMEDIATE RELEASE

EXTERNAL DVD-RW FOR STORING DIGITAL PHOTOS IS AVAILABLE

MEDIAGEAR announces availability of external DVD-RW drive with built-in media readers for easy duplication of digital photos.

SANTA ANA, Calif., Jan. 7, 2003 - mediaGear, Inc. announces the availability of Flash-HD and Flash-HD to Go, their latest innovative products of flash media readers, and internal and external optical drives with built-in reader/writers. Flash-DVD ($249.95) is a DVD-RW combo drive with media reader slots that support all flash media including the newest eXtreme Digital (xD) format. Flash-DVD supports USB 2.0 and 1.1 and there are two USB ports on the back that serve as a USB Hub. Users can quickly store and archive their photos by using the flash media reader ports to read any format of flash memory and either 'drag and drop' data onto the Flash-DVD or the PC hard drive for editing and then burn DVD's on the Flash-DVD.

"We have designed a truly portable and convenient product for the digital photographer to use." stated Gary Kung, President of mediaGear, "You can duplicate your photos to CD or DVD, directly from flash media reader ports on the drive. This is the most advanced external optical drive in the market and will lead the way to future innovative products from mediaGear. This innovative external high speed DVD-RW drive brings the hobbyist or professional digital photographer to new level of sophistication."

- More -

Flash-DVD is lightweight and easy to transport from PC to PC and quickly reads and burns flash media files. Whether you're a hobbyist or a professional, now you can enjoy your digital camera to the fullest.

"This is the simplest and most efficient way to store and archive digital photos and is provides great benefits to the digital photographer" says Johnny Chen, Product Manager for mediaGear. "The DVD/CD-RW, universal flash media readers, and a USB Hub are a three-in-one solution that has exceptional value for the user."

The external Flash-DVD comes with a dual format optical drive. For DVD it is a 4x DVD+/-R Write, 4x DVD+RW / 2x DVD-RW, 12x DVD-ROM Read. For CD it is 40x CD-R Write, 24X CD-RW Rewrite, 40x CD-ROM Read. It supports easy drag and drop functions, and includes MTK SuperLink buffer underrun error prevention technology. Softwareis included for audio/video authoring and editing. There are flash media ports on the face of the Flash-DVD supporting Compact Flash Type I & II (CF), MicroDrive, MemoryStick (MS), MemoryStick Pro, SmartMedia (SM), SecureDigital (SD), MultiMediaCard (MMC, and eXtreme Digital (xD). It connects to any PC with a high speed USB port that supports USB 2.0 and 1.1, and it comes with a USB Hub In the back it has a two USB 2.0 ports. The minimum system requirements are Windows 98 higher or Mac 9.1x or higher. The manufacturer's suggested retail price is $249.95.

About mediaGear, Inc.

Founded in 2003, mediaGear, Inc. manufacturers leading edge devices for transfer and storage of flash media. For more information about mediaGear please visit www.mymediagear.com.

- End -

Press Contact:

Don Wallis / mediaGear
(714) 564-7719

FOR IMMEDIATE RELEASE

COPY YOUR PHOTOS WITHOUT A COMPUTER WITH Flash-HD

MEDIAGEAR's announces an external and a pocket-size hard drive that stores digital photos directly from a cameras flash memory without a computer using breakthrough copy-button technology

SANTA ANA, Calif., Jan. 7, 2003 - mediaGear, Inc. announces the availability of Flash-HD and Flash-HD to Go, their latest innovative products of flash media readers, and internal and external optical drives with built-in reader/writers. Both products have slots that read all flash media formats and with the push of a button can copy without a computer. The external Flash-HD ($249.95) has a 120GB hard drive and the pocket-sized Flash-HD to Go ($299.95) has a 40GB hard drive and is battery powered.

Shoot your photos, extract the flash memory from your camera and insert it into the Flash-HD, push the 'copy' button and within seconds your photographs have been safely stored. Then re-insert your flash media in your camera and you are ready to start shooting more photos. What could be quicker or easier? Now you don't need purchase extra flash memory cards, and you don't have to boot up your computer … just power on the Flash-HD and 'copy' your photos.

"Now the convenience of transferring photos with the push of a button to a hard drive does not require a computer. Users can choose between an external or pocket-size wallet-sized hard drive." says Gary Kung, President of mediaGear, "Our Flash-HD products offer a breakthrough in the operation of storing digital photos and will change the way consumers work with digital photography in the future."

- More -

Whether you're a hobbyist or a professional, now you can enjoy your digital camera to the fullest. The Flash-HD products are lightweight making it easy to transport from place to place and share your archive of photos, music, and data with various computers. Flash-HD and Flash-HD to Go can store tens of thousands of you're photos. The innovative copy-button technology uniquely numbers photos as they are stored, making it easy to organize later.

"This is a very exciting development in digital photography, and the external and pocket-size Flash-HD's are being offered at competitive prices to other products without the copy-button feature, the universal flash media ports, or the USB Hub, so the user gets three functions for the price of one." says Don Wallis, Vice President of Sales for mediaGear. "Finally, a new way of working with digital photography to bring a simplicity and ease of use to the user!"

The external Flash-HD comes with a 120GB hard drive in an attractive retro design with copy-button store on the face, and the pocket-size Flash-HD to Go comes with a 40GB hard drive. There are flash media ports on the Flash-HD and Flash-HD to Go supporting Compact Flash Type I & II (CF), MicroDrive, MemoryStick (MS), MemoryStick Pro, SmartMedia (SM), SecureDigital (SD), MultiMediaCard (MMC, and eXtreme Digital (xD). It connects to any COMPUTER with a high speed USB port that supports USB 2.0 and 1.1. The minimum system requirements are Windows 98 higher or Mac 9.1x or higher. The manufacturer's suggested retail price for the Flash-HD (external with 120GB) is $249.95 and the Flash-HD to Go (pocket-size with 40GB) is $299.95.

About mediaGear, Inc.

Founded in 2003, mediaGear, Inc. manufacturers leading edge devices for transfer and storage of flash media. For more information about mediaGear please visit www.mymediagear.com.

- End -

PRESS RELEASE

SMaL Camera Technologies Named #1 Rising Star in Deloitte's Technology Fast 50 Program for North America

12,924% Revenue Growth Over 3 Years Lifts Company to Top in North America

Cambridge, Massachusetts, USA (October 14, 2003) – SMaL Camera Technologies, a developer of electronic imaging solutions and the enabler of award-winning super-thin digital still cameras, announced today that it was named the #1 Rising Star in the prestigious Deloitte Technology Fast 500, a ranking of the 500 fastest growing technology companies in North America. The Rising Star award is a special designation for fast-growth technology companies that have been in business for three or four years. Rankings are based on average percentage of growth in revenues over three years (2000 – 2002).

The company credits its success in large part to its first product, the Ultra-Pocket® VGA with Autobrite®, a 6mm thin credit-card size digital still camera that has received international acclaim and was named by the Guinness World Records™ 2002 as the world's "thinnest camera ever." More than 1 million cameras employing SMaL's Ultra-Pocket technology and design have been released to-date by leading consumer electronics manufacturers including FujiFilm AXIA, Logitech, Creative Labs, Oregon Scientific, and specialty retailer RadioShack. The cameras' unique portability, affordable retail price point, and long battery life are the perfect combination for the on-the-go lifestyle of today's consumer. SMaL recently introduced its next generation Ultra-Pocket rapid development kit to enable extremely thin 2-megapixel resolution cameras with LCD display. In the automotive market, SMaL recently announced a design win with one of the top-five Tier 1 automotive suppliers in the world. SMaL's Autobrite® and high-sensitivity technologies will enable driver assistance applications in the near future.

"It's not easy for a young company to get traction in the technology marketplace – let alone top our distinguished list of Rising Stars," said Mark A. Evans, national managing

partner of Deloitte's Technology, Media and Telecommunications Group. "It's a credit to SMaL Camera Technologies' leadership that they've managed to ramp up their business so quickly."

"We are thrilled that our efforts over the last three years to grow and meet the demands of this ever-changing marketplace have been recognized," said Maurizio Arienzo, President and CEO of SMaL. "This is a wonderful tribute to our employees' dedication, drive, and commitment to innovation that have helped make SMaL the leading-edge company it is today."

To qualify for the Fast 500 Rising Star program, companies must have had operating revenues of at least $50,000 in 2000 and $1,000,000 in 2002, must be public or private companies headquartered in North America, and be a "technology company" defined as owning proprietary technology that contributes to a significant portion of the company's operating revenues (using other companies' technology in a unique way does not qualify); and/or devoting a significant proportion of revenues to technology research and development. For more information on the Deloitte Fast 500 programs, visit www.fast500.com.

Press or OEM contact: Romney Williams, 617.661.7600 ext. 203, or rwilliams@SMaLcamera.com.

About SMaL Camera Technologies

SMaL Camera Technologies is an award-winning developer of electronic imaging solutions for the digital camera, security and surveillance, consumer electronics and automotive markets. SMaL's solutions are built around its proprietary CMOS image sensors, video processing ASICs and Autobrite® technology. The result is industry-leading integration, low power consumption, high dynamic range and near-infrared sensitivity. SMaL was co-founded and launched in 1999 by leading electronic imaging experts at the Massachusetts Institute of Technology (MIT). SMaL is a privately held, venture-backed company headquartered in Cambridge, Massachusetts, USA.

For more information on SMaL Camera Technologies and its products, visit the company's web site at www.SMaLcamera.com.

About Deloitte

Deloitte, one of the nation's leading professional services firms, provides audit, tax, financial advisory services and consulting through nearly 30,000 people in more than 80 U.S. cities. The firm is dedicated to helping its clients and its people excel. Known as an employer of choice for innovative human resources programs, Deloitte has been recognized as one of the "100 Best Companies to Work For in America" by *Fortune* magazine for six consecutive years. "Deloitte" refers to Deloitte & Touche LLP and affiliated entities. Deloitte is the US member firm of Deloitte Touche Tohmatsu. Deloitte Touche Tohmatsu is a Swiss Verein (association), and, as such, neither Deloitte Touche Tohmatsu nor any of its member firms has any liability for each other's acts or omissions. Each of the member firms is a separate and independent legal entity operating under the name "Deloitte," "Deloitte & Touche," "Deloitte Touche Tohmatsu" or other related names. The services described herein are provided by the US member firm and not by the Deloitte Touche Tohmatsu Verein. For more information, please visit Deloitte's web site at www.deloitte.com/us.

Ultra-Pocket and Autobrite are Registered Trademarks of SMaL Camera Technologies, Inc. All company names, trademarks and service marks are the property of their respective owners.

# # #

FOR IMMEDIATE RELEASE

SMaL Camera Technologies Announces the Shipment of 1 Million Rapid Development Kits for World's Thinnest Digital Cameras

Thin Camera Shipments Stack Up Fast

Cambridge, Massachusetts, USA (October 27, 2003) - SMaL Camera Technologies, a developer of electronic imaging solutions and enabler of award-winning super-thin digital still cameras, announced today it has delivered more than 1 million rapid development kits – enabling SMaL's OEM partners to manufacture the world's thinnest, most portable and most fashionable digital cameras quickly and affordably. In November 2001, SMaL began shipping its kits, each consisting of 6 components (CMOS image sensor with Autobrite®, control ASIC, lithium-polymer rechargeable battery, taking lens, and 2-piece viewfinder), and has reached the million shipment milestone in less than 2 years. To date, SMaL-enabled cameras have been launched by FujiFilm AXIA, RadioShack, Logitech, Oregon Scientific, and Creative Labs. New partner announcements are forthcoming.

"In reaching this milestone so quickly, especially in the crowded and competitive digital camera marketplace, we're encouraged that consumers have embraced the convenience and spontaneity that ultra-portable 'thin' cameras offer compared to bulky and power-hungry digital cameras, " says Maurizio Arienzo, SMaL's president and chief executive officer. "Now consumers can have a high quality digital camera with them all the time. Since all SMaL-enabled cameras feature our Autobrite and Longevity technologies, users enjoy worry-free picture-taking because the cameras capture great pictures even in difficult lighting conditions and it is virtually impossible to run down the rechargeable battery."

SMaL created the ultra-thin digital camera category in early 2001 with the introduction of the Ultra-Pocket VGA prototype camera at the 2001 International Consumer Electronics Show, where it was awarded "Best of CES" for digital imaging. SMaL's

original camera design resulted in finished cameras that are only 6 mm thin – a feat which earned them the distinction of "World's Thinnest Camera Ever" by Guinness™ World Records. The thickness of most SMaL-enabled cameras is roughly the equivalent of a stack of 3 or 4 credit cards. If stacked on top of each other, all the slim cameras SMaL has enabled in the past 2 years would reach an impressive height of 19,685 feet – more than 20 times the height of the Eiffel Tower in Paris.

Industry's Highest Dynamic Range and Longest Battery Life

All SMaL credit card camera kits feature two proprietary technologies that are unmatched by any CMOS or CCD sensor in the industry: Autobrite and Longevity™. Autobrite intelligent exposure technology provides hundreds of times more dynamic range than standard cameras, so details in both bright and dim areas are clearly visible at the same time. Camera users no longer have to worry about the position of the sun when snapping a photo – Autobrite solves this problem for them by adapting to the lighting conditions.

SMaL's Longevity ultra-low-power design with rechargeable battery uses roughly 90% less power than traditional digital cameras. Since the camera charges automatically during USB download and stores enough charge for more than 200 shots (with 1.5" LCD and 100% strobe flash usage), it is virtually impossible to run down the battery.

High Integration Means Small Form Factors, High Quality

The high level of integration in SMaL's kit results in cameras with only one-half the number of components required by designs from other companies. This low component count means smaller form factors, higher product reliability and higher manufacturing yield – all contributing to lower overall cost. Due to the vertically integrated imager and optics, SMaL designs produce sharper, crisper images compared to cameras using off-the-shelf optical components.

All SMaL rapid development kits include everything OEMs require to get to market fast: color CMOS image sensor with Autobrite, ASIC controller, lithium-polymer

rechargeable battery, taking lens, optical viewfinder, and complete reference design specifications. SMaL's lenses are all optimized for the sensor. SMaL's growing family of rapid development kits for OEMs and ODMs enable the world's thinnest cameras in the following categories: VGA, 1.3-megapixel, 1.3-megapixel with LCD display, and 2-megapixel with LCD display.

Press contact: Romney Williams, 617.661.7600 ext. 203, or rwilliams@SMaLcamera.com.

About SMaL Camera Technologies

SMaL Camera Technologies is an award-winning developer of electronic imaging solutions for the digital camera, security and surveillance, consumer electronics and automotive markets. SMaL's solutions are built around its proprietary CMOS image sensors, video processing ASICs and Autobrite® technology. The result is industry-leading integration, low power consumption, high dynamic range and near-infrared sensitivity. SMaL was co-founded and launched in 1999 by leading electronic imaging experts at the Massachusetts Institute of Technology (MIT). SMaL is a privately held, venture-backed company headquartered in Cambridge, Massachusetts, USA.

For more information on SMaL Camera Technologies and its products, visit the company's web site at http://www.SMaLcamera.com.

Ultra-Pocket and Autobrite are registered trademarks of SMaL Camera Technologies. Longevity is a trademark of SMaL Camera Technologies. All other trademarks are properties of their respective owners.

© 2003 SMaL Camera Technologies, Inc. All rights reserved.

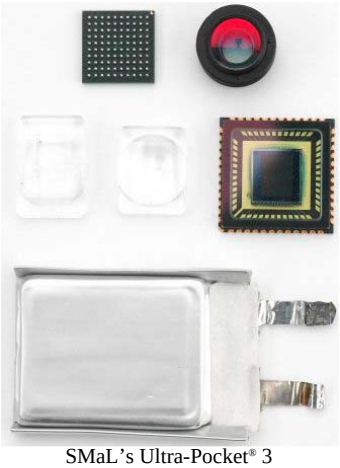
###

PRESS RELEASE

SMaL Camera Technologies Announces Next Generation Rapid Development Kit to Enable World's Thinnest 3 Megapixel Digital Cameras with Color LCD Display

Ultra-Pocket 3 Kit Strengthens SMaL's Growing Product Line of OEM Solutions

Cambridge, Massachusetts, USA (September 24, 2003) – SMaL Camera Technologies, a developer of electronic imaging solutions and enabler of award-winning super-thin digital still cameras, announced today the availability of its new Ultra-Pocket® 3 rapid development kit for 1.3-megapixel credit card cameras with color TFT display. The Ultra-Pocket 3 kit enables OEMs to deliver the world's thinnest, most portable and most fashionable digital cameras with unparalleled long battery life and high dynamic range to their customers quickly and affordably.



SMaL's Ultra-Pocket® 3 Kit Components

SMaL created the ultra-thin digital camera category in 2001 with the introduction of the Ultra-Pocket VGA prototype camera at the 2001 International Consumer Electronics Show, where it was awarded "Best of CES" for digital imaging. To date, SMaL has enabled over 1 million credit card cameras launched by FujiFilm AXIA, RadioShack, Logitech, Oregon Scientific, and Creative Labs. SMaL-enabled cameras have distinguished themselves in the crowded digital camera market through sleek designs, unparalleled portability, uniquely long battery life and ease of use. The newly announced Ultra-Pocket 3 kit builds on that foundation by offering 1.3-megapixel resolution and support for 1.5" or 1.8" color TFT LCD displays. As result, OEMs can now meet the growing demand for ultra-thin lifestyle cameras that take pictures suitable for making popular 4 x 6-inch and 5 x 7-inch prints.

"Consumers no longer have to spend $300 or more to get a stylish thin camera with LCD that produces film-quality prints", says Stuart Nixdorff, vice president of sales and

marketing at SMaL. "They're tired of lugging around bulky and power-hungry cameras. Cameras enabled by SMaL's Ultra-Pocket 3 kit will offer consumers attractive alternatives at a price they can afford with the features and benefits they want."

Industry's Highest Dynamic Range and Longest Battery Life

All SMaL credit card camera kits – including the Ultra-Pocket 3 kit – feature two proprietary technologies that are unmatched by any CMOS or CCD sensor in the industry: Autobrite® and Longevity™. Autobrite intelligent exposure technology provides hundreds of times more dynamic range than standard cameras, so details in both bright and dim areas are clearly visible at the same time. Camera users no longer have to worry about the position of the sun when snapping a photo – Autobrite solves this problem for them by adapting to the lighting conditions.

SMaL's Longevity ultra-low-power design with rechargeable battery uses roughly 90% less power than traditional digital cameras. Since the camera charges automatically during USB download and stores enough charge for more than 200 shots (with 1.5" LCD and 100% strobe flash usage), it is virtually impossible to run down the battery.

High Integration Means Small Form Factors, High Quality

The high level of integration in SMaL's kit results in cameras with only one-half the number of components required by designs from other companies. This low component count means smaller form factors, higher product reliability and higher manufacturing yield – all contributing to lower overall cost. Due to the vertically integrated imager and optics, SMaL designs produce sharper, crisper images compared to cameras using off-the-shelf optical components.

The Ultra-Pocket 3 kit includes everything OEMs require to get to market fast: 1.3-megapixel color CMOS image sensor with Autobrite, ASIC controller, lithium-polymer rechargeable battery, taking lens, optical viewfinder and complete reference design specifications. The all-glass lens has been optimized for the sensor.

Press or OEM contact: Romney Williams, 617.661.7600 ext. 203, or

rwilliams@SMaLcamera.com.

About SMaL Camera Technologies

SMaL Camera Technologies is an award-winning developer of electronic imaging solutions for the digital camera, security and surveillance, consumer electronics and automotive markets. SMaL's solutions are built around its proprietary CMOS image sensors, video processing ASICs and Autobrite® technology. The result is industry-leading integration, low power consumption, high dynamic range and near-infrared sensitivity. SMaL was co-founded and launched in 1999 by leading electronic imaging experts at the Massachusetts Institute of Technology (MIT). SMaL is a privately held, venture-backed company headquartered in Cambridge, Massachusetts, USA.

For more information on SMaL Camera Technologies and its products, visit the company's web site at http://www.SMaLcamera.com.

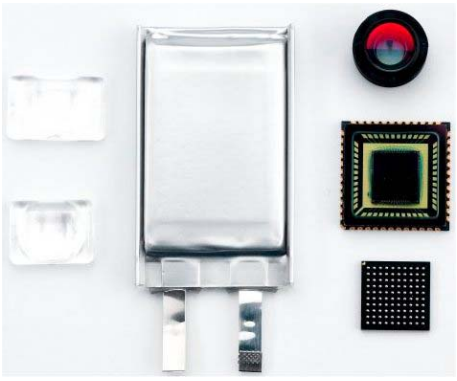
###

PRESS RELEASE

SMaL Camera Technologies Announces Ultra-Pocket 4 Rapid Development Kit to Enable World's Thinnest 2-Megapixel Digital Cameras with Color LCD Display

Kit Answers Global Demand for Affordable, Ultra-Portable, High-Resolution Digital Cameras

Cambridge, Massachusetts, USA (October 7, 2003) – SMaL Camera Technologies, a developer of electronic imaging solutions and enabler of award-winning super-thin digital still cameras, announced today its new Ultra-Pocket® 4 rapid development kit for 2-megapixel credit card cameras with color TFT display. The Ultra-Pocket 4 kit enables OEMs and ODMs to quickly fill the void in the 2-megapixel digital camera market for extremely thin, fashionable, and portable cameras for the on-the-go lifestyle – in the $150 retail price range.



SMaL's Ultra-Pocket® 4 Kit Components

"Consumers worldwide are demanding digital cameras that meet not only their photography needs, but also their lifestyle and budget requirements," says Maurizio Arienzo, SMaL's president and chief executive officer. "Now OEMs and ODMs can aim directly at the largest segment of the market – 2-megapixel – *and* differentiate with extremely portable and affordable cameras that produce crisp images suitable for making 8x10-inch prints. Cameras enabled by SMaL's Ultra-Pocket 4 kit are perfect for first-time digital camera buyers, gift-givers, and existing owners of digital cameras who want a sleek companion camera that is always with them."

Kit Overcomes Major Weaknesses of Traditional Digital Cameras

Standard digital cameras fall far short of film cameras due to extremely short battery life and limited dynamic range. All SMaL credit card camera kits – including the Ultra-Pocket 4 kit – feature two proprietary technologies that are unmatched by any other CCD or CMOS-based solution.

SMaL's Longevity™ ultra-low-power design with rechargeable battery uses 90% less power than traditional digital cameras. Since the camera charges automatically during USB download and stores enough charge for up to 200 shots (with 1.5" LCD and 100% strobe usage), it is virtually impossible to run down the battery. In addition to long battery life, SMaL enabled cameras have a high-speed start-up time of less than 1 second (with strobe flash off). The combination of low power use, rechargeable battery, and fast start-up time creates the SMaL "always ready to shoot" advantage. This means consumers can capture spontaneous moments without ever worrying about the battery.

Autobrite® intelligent exposure technology provides hundreds of times more dynamic range than standard cameras, so details in both bright and dim areas are clearly visible at the same time. Camera users no longer have to worry about the position of the sun when snapping a photo – Autobrite solves this problem for them by adapting to the lighting conditions.

OEM Opportunity for Market Expansion

"Consumers no longer have to spend $250, or more, to get a stylish thin camera that produces film-quality prints," says Stuart Nixdorff, SMaL's vice president of sales and marketing. "Since the introduction of the first SMaL–enabled thin camera, consumers have shifted from wanting thin cameras to demanding them. Now with the addition of the Ultra-Pocket 4 to SMaL's product line, we can supply our OEM and ODM customers with a full range of reference designs for this exploding 'thin' category."

High Integration Means Small Form Factors, High Quality

The high level of integration in SMaL's kit results in cameras with only one-half the number of components required by designs from other companies. This low component count means smaller form factors, higher product reliability and higher manufacturing yield – all contributing to lower overall cost. Due to the vertically integrated imager and optics, SMaL designs produce sharper, crisper images compared to cameras using off-the-shelf optical components.

Creators of the Credit Card Camera Category

SMaL created the ultra-thin digital camera category in 2001 with the introduction of the Ultra-Pocket 1 VGA prototype camera at the 2001 International Consumer Electronics Show, where it was awarded "Best of CES" for digital imaging. To date, SMaL has enabled over 1 million credit card cameras launched by FujiFilm AXIA, RadioShack, Logitech, Oregon Scientific, and Creative Labs. SMaL-enabled cameras continue to distinguish themselves in the crowded digital camera market through sleek designs, unparalleled portability, uniquely long battery life, and ease of use.

Fast Time-to-Market

The Ultra-Pocket 4 kit includes everything OEMs require for fast time-to-market: a 2-megapixel color CMOS image sensor with Autobrite, ASIC controller, lithium-polymer rechargeable battery, taking lens, optical viewfinder and complete reference design specifications. The kit is available now to qualified OEMs eager to ship products into the marketplace in early 2004.

Press or OEM contact: Romney Williams, 617.661.7600 ext. 203, or rwilliams@SMaLcamera.com.

About SMaL Camera Technologies

SMaL Camera Technologies is an award-winning developer of electronic imaging solutions for the digital camera, security and surveillance, consumer electronics and automotive markets. SMaL's solutions are built around its proprietary CMOS image sensors, ASICs and Autobrite® technology. The result is industry-leading integration, low power consumption, high dynamic range and near-infrared sensitivity. SMaL was co-founded and launched in 1999 by leading electronic imaging experts at the Massachusetts Institute of Technology (MIT). SMaL is a privately held, venture-backed company headquartered in Cambridge, Massachusetts, USA.

For more information on SMaL Camera Technologies and its products, visit the company's web site at http://www.SMaLcamera.com.

Ultra-Pocket and Autobrite are Registered Trademarks of SMaL Camera Technologies, Inc. All company names, trademarks and service marks are the property of their respective owners.

© 2003 SMaL Camera Technologies, Inc. All rights reserved.

###